

CUNA Georgia
**MEMBERSHIP BENEFITS
REPORT**

Georgia

The Benefits of Membership

Credit unions generally provide financial benefits to members through lower loan rates, high savings rates, and fewer fees than banking institutions.

The Credit Union National Association (CUNA) estimates that Georgia credit unions provided \$248,222,745 in direct financial benefits to the state's 2,147,255 members during the twelve months ending June 2019.

These benefits are equivalent to \$116 per member or \$243 per member household ⁽¹⁾.

Estimated total benefits of credit union membership are calculated by accounting for differences in credit union and bank pricing. Specifically, average credit union savings account yields, loan interest rates and fees are compared to average bank savings account yields, loan interest rates and fees. The interest rate differences are then applied to respective average credit union loan and savings balances. Fee differences are weighted and applied to credit union non-interest income to obtain the total estimated benefits arising from fees.

The per-member and per-household benefits delivered by Georgia credit unions are substantial, but these benefits are averages. Mathematically, that means the total benefits provided are divided across all members (or all member households) - even those who conduct very little financial business with Georgia credit unions.

Consider this:

Financing a \$25,000 new automobile for 60 months at a Georgia credit union will save members an average \$241 per year in interest expense compared to what they would pay at a banking institution in the state.

Further, loyal members - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

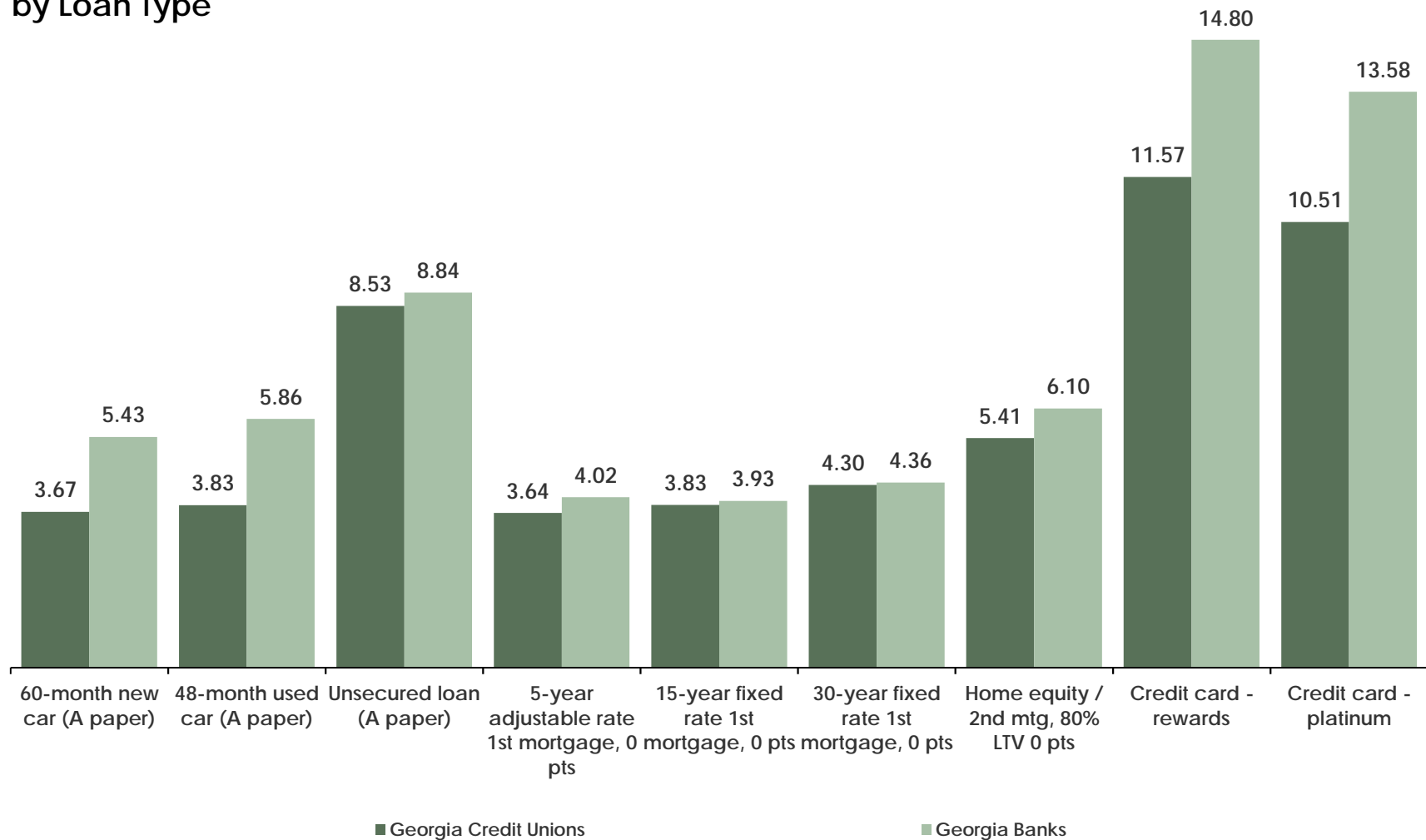
Georgia credit unions excel in providing member benefits on many loan and savings products. In particular, Georgia credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-fixed rate, first mortgage-adjustable rate, home equity loans, credit cards loans.

Georgia credit unions also pay members higher average dividends on the following accounts: regular savings, money market accounts, certificate accounts, IRAs.



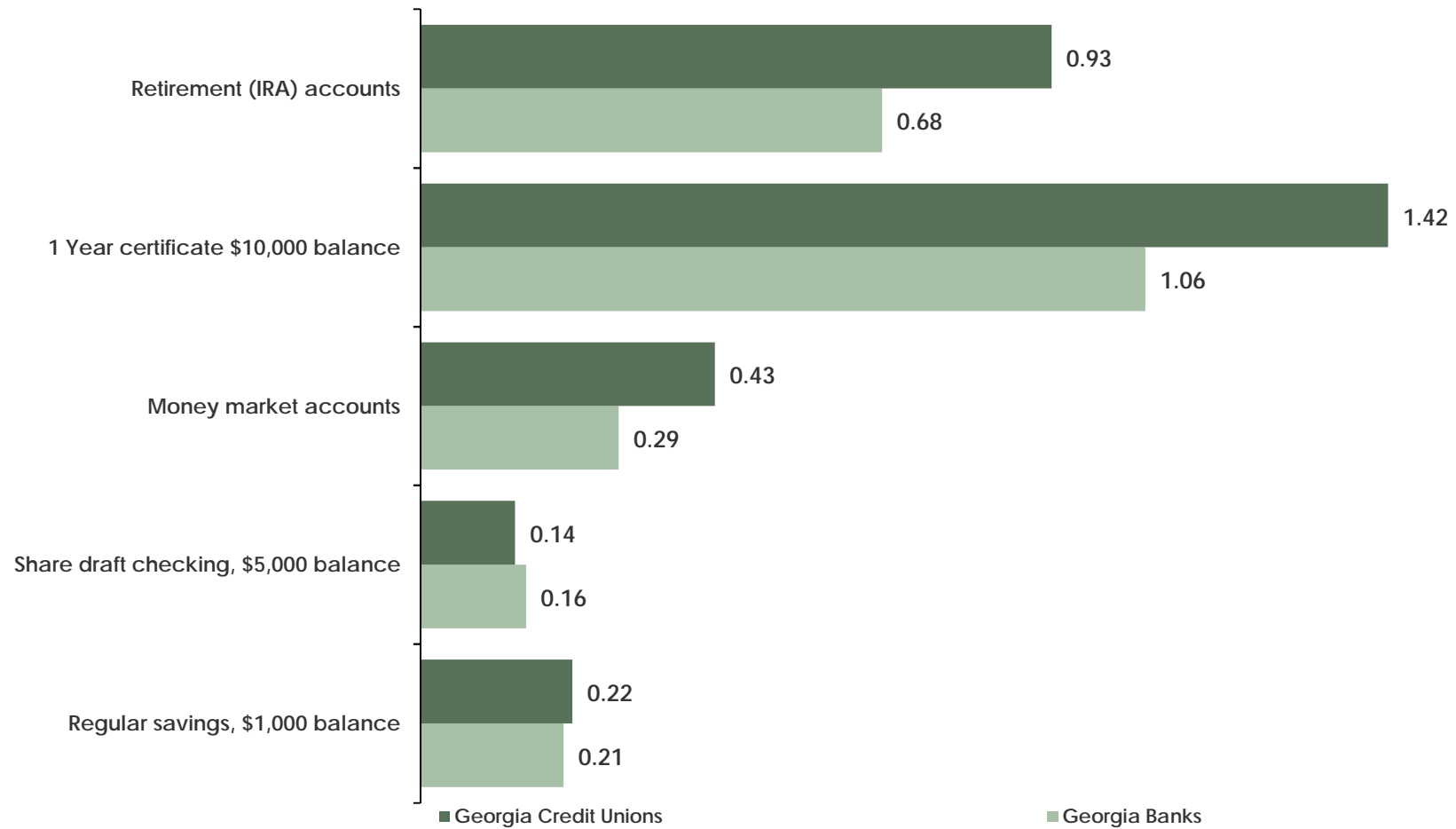
Loan Product Comparative Interest Rates (%)

by Loan Type



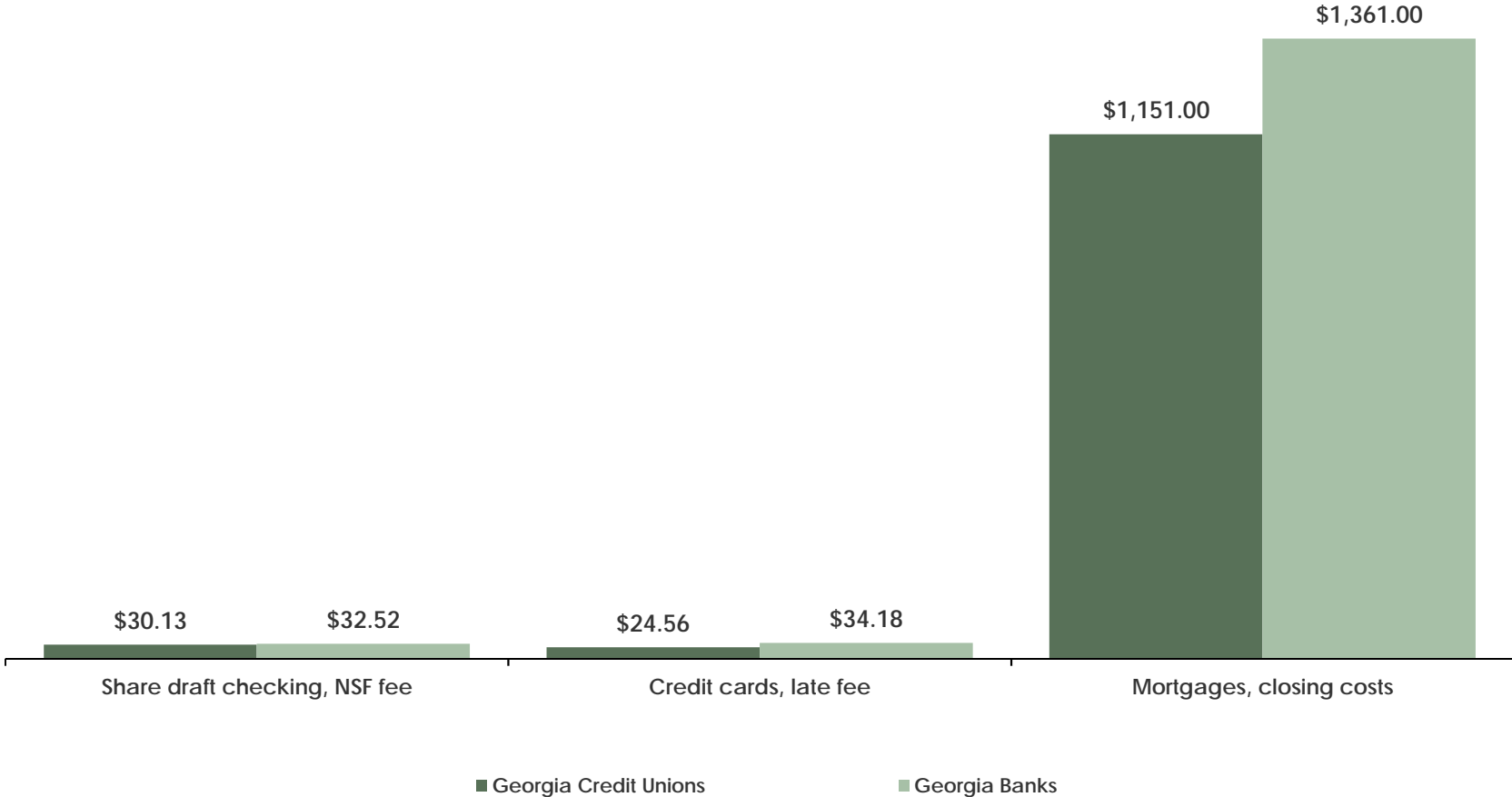
Savings Product Comparative Interest Rates (%)

by Savings Account Type



Comparative Fees

by Type



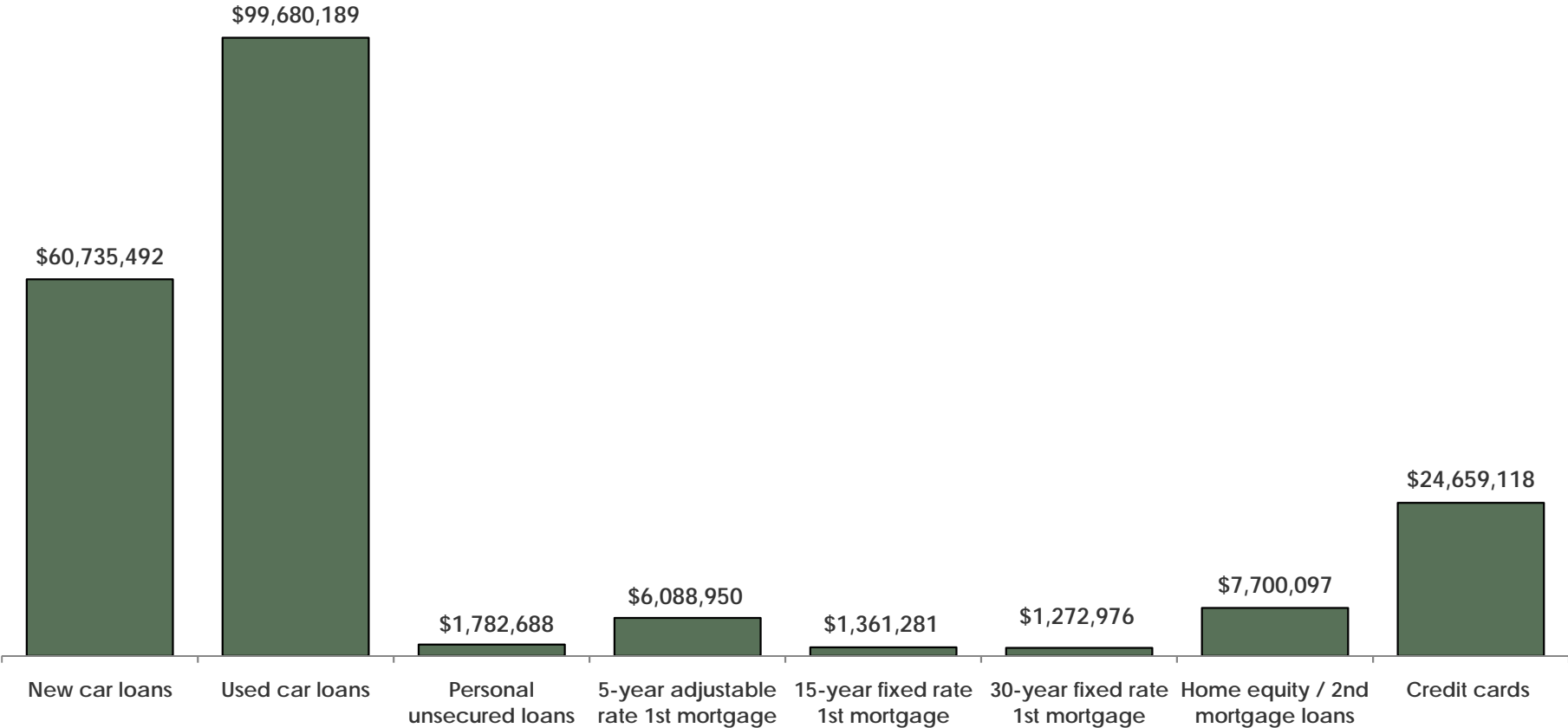
Georgia Credit Union and Banking Institution June 2019 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.67	5.43	-1.77
48-month used car (A paper)	3.83	5.86	-2.03
Unsecured loan (A paper)	8.53	8.84	-0.31
5-year adjustable rate 1st mortgage, 0 pts	3.64	4.02	-0.37
15-year fixed rate 1st mortgage, 0 pts	3.83	3.93	-0.09
30-year fixed rate 1st mortgage, 0 pts	4.30	4.36	-0.05
Home equity / 2nd mtg, 80% LTV 0 pts	5.41	6.10	-0.69
Credit card - rewards	11.57	14.80	-3.23
Credit card - platinum	10.51	13.58	-3.07
Savings Products			
Regular savings, \$1,000 balance	0.22	0.21	0.01
Share draft checking, \$5,000 balance	0.14	0.16	-0.02
Money market accounts	0.43	0.29	0.14
1 Year certificate \$10,000 balance	1.42	1.06	0.36
Retirement (IRA) accounts	0.93	0.68	0.25
Fee Income			
Share draft checking, NSF fee	\$30.13	\$32.52	-\$2.38
Credit cards, late fee	\$24.56	\$34.18	-\$9.62
Mortgages, closing costs	\$1,151.00	\$1,361.00	-\$210.00

Source: Datatrac

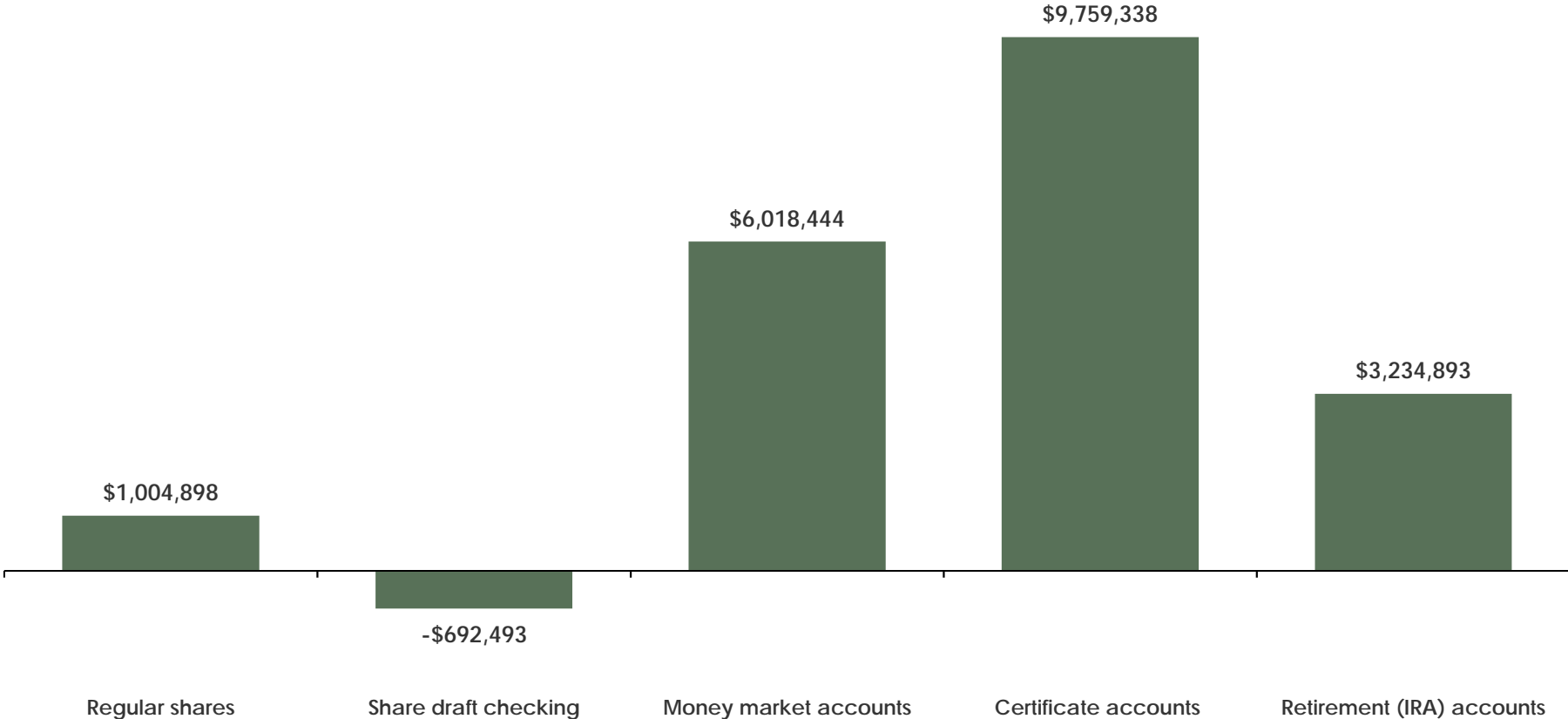
Estimated Credit Union Loan Rate Benefits

Compared to State Banking Institutions
by Loan Type



Estimated Credit Union Savings Dividend Benefits

Compared to State Banking Institutions
by Account Type



Estimated Financial Benefits for Georgia Credit Unions June 2019

Loans	Avg. Balance at Credit Unions (1)	Rate Difference vs. Georgia Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	3,441,104,374	-1.77	\$60,735,492
Used car loans	4,903,108,143	-2.03	\$99,680,189
Personal unsecured loans	573,211,651	-0.31	\$1,782,688
5-year adjustable rate 1st mortgage	1,636,814,600	-0.37	\$6,088,950
15-year fixed rate 1st mortgage	1,432,927,195	-0.09	\$1,361,281
30-year fixed rate 1st mortgage	2,357,362,949	-0.05	\$1,272,976
Home equity / 2nd mortgage loans	1,107,927,637	-0.69	\$7,700,097
Credit cards	772,710,323	-3.23	\$24,659,118
Interest rebates			\$600
Total CU member benefits arising from lower interest rates on loan products:			\$203,281,391
Savings			
Regular shares	7,729,987,951	0.01	\$1,004,898
Share draft checking	4,328,081,370	-0.02	-\$692,493
Money market accounts	4,268,400,082	0.14	\$6,018,444
Certificate accounts	2,741,387,199	0.36	\$9,759,338
Retirement (IRA) accounts	1,301,767,913	0.25	\$3,234,893
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$19,325,081
Fee Income			
Total CU member benefit arising from fewer / lower fees:			\$25,616,272
Total CU member benefit arising from interest rates on loans, savings products and lower fees:			\$248,222,745
Total CU member benefit / member:			\$116
Total CU member benefit / member household:			\$243

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2019 and June 2018, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

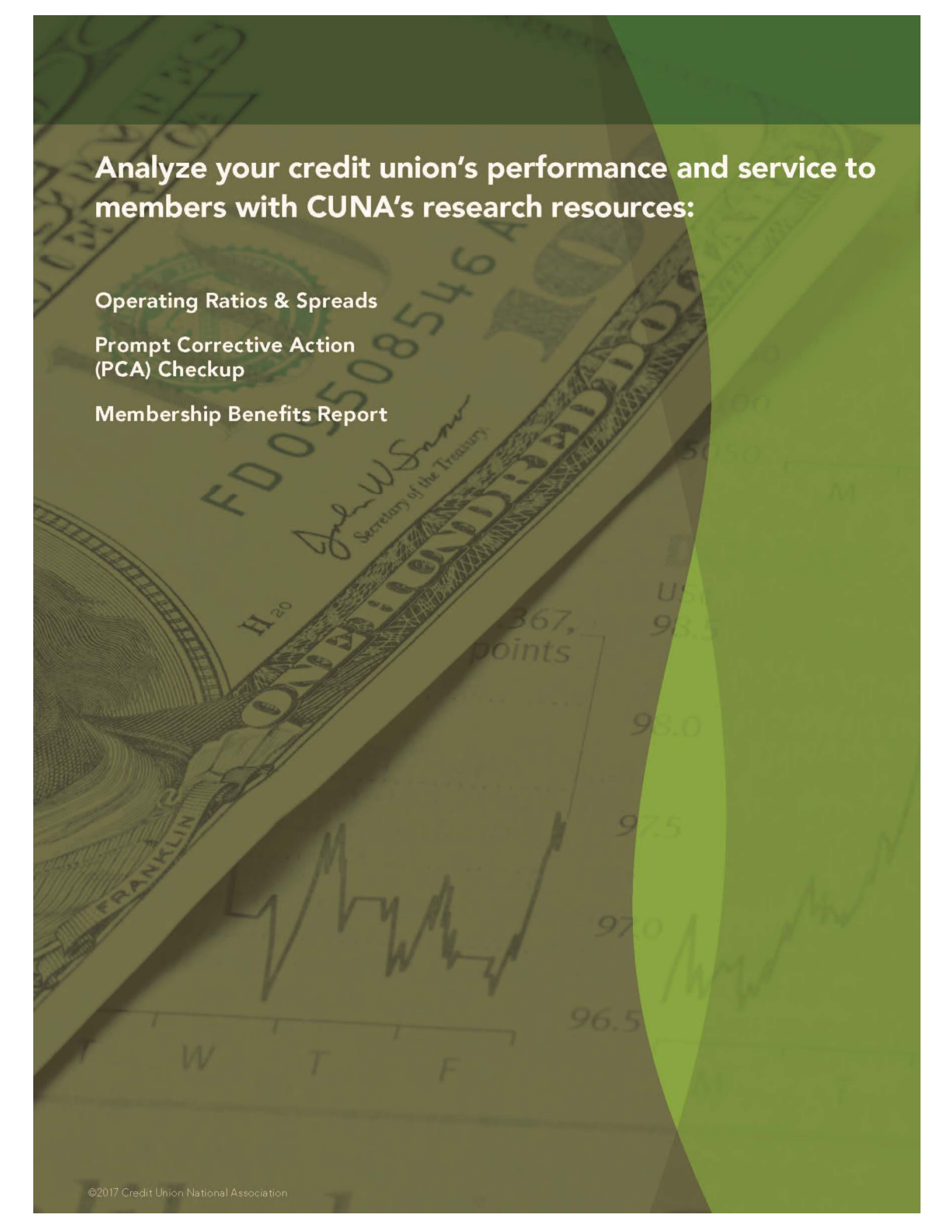
Membership Benefits Report

CUNA Economics and Statistics

Georgia Credit Union Performance Profile

Demographic Information	Jun 19	Jun 18
Number of branches	406	409
Total assets (\$ mil)	24,579	23,750
Total loans (\$ mil)	17,510	16,662
Total surplus funds (\$ mil)	5,885	6,009
Total savings (\$ mil)	20,884	20,419
Total members (thousands)	2,163	2,148
Growth Rates (Trailing 12 months) *		
Total assets	4.0 %	4.8 %
Total loans	5.5 %	7.5 %
Total surplus funds	-1.2 %	-2.9 %
Total savings	2.8 %	4.8 %
Total members	1.5 %	2.8 %
Earnings - Basis Pts. *		
Yield on total assets	376	341
Dividend / interest cost of assets	57	43
Fee & other income	170	165
Operating expense	351	334
Loss Provisions	35	39
Net Income (ROA) after stabilization exp	102	90
Capital Adequacy		
Net worth / assets	12.8	12.4
Asset Quality *		
Delinquencies / loans	0.4	0.5
Net chargeoffs / average loans	0.5	0.5
Total borrower-bankruptcies	22	21
Bankruptcies per 1000 members	1.0	1.0
Asset/Liability Management		
Loans / savings	83.8	81.6
Loans / assets	71.2	70.2
Long-term assets / assets	28.1	27.8
Core deposits/shares & borrowings	58.6	58.5
Productivity		
Members / potential members	6.4	7.0
Borrowers / members	71.9	69.4
Members / FTE	408	415
Average shares / members (\$)	9,655	9,507
Average loan balances (\$)	11,266	11,184
Salary & Benefits / FTE	79,956	75,306

* Earnings, net chargeoffs, and bankruptcies are year-to-date numbers annualized. Due to significant seasonal variation, balance sheet growth rates are for the trailing 12 months.



Analyze your credit union's performance and service to members with CUNA's research resources:

Operating Ratios & Spreads

Prompt Corrective Action
(PCA) Checkup

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