

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 \$264,314,078 in direct financial benefits to the state's 2,143,929 members during the twelve months ending June 2020.

These benefits are equivalent to \$123 per member or \$259 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 \$284 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.

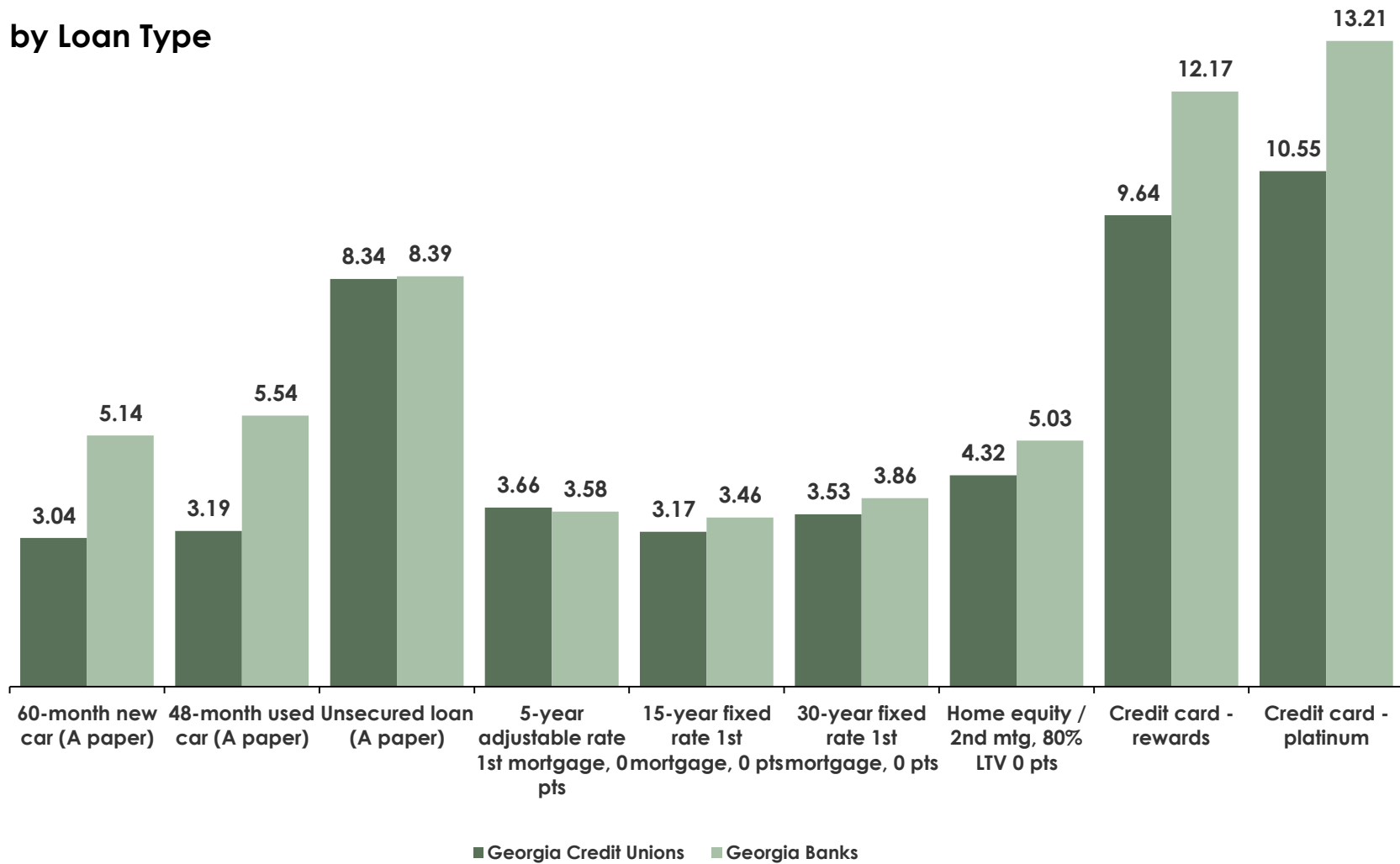
Georgia credit unions excel in providing member benefits on many loan and savings products. In particular, Georgia credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-fixed rate, home equity loans, credit cards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

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



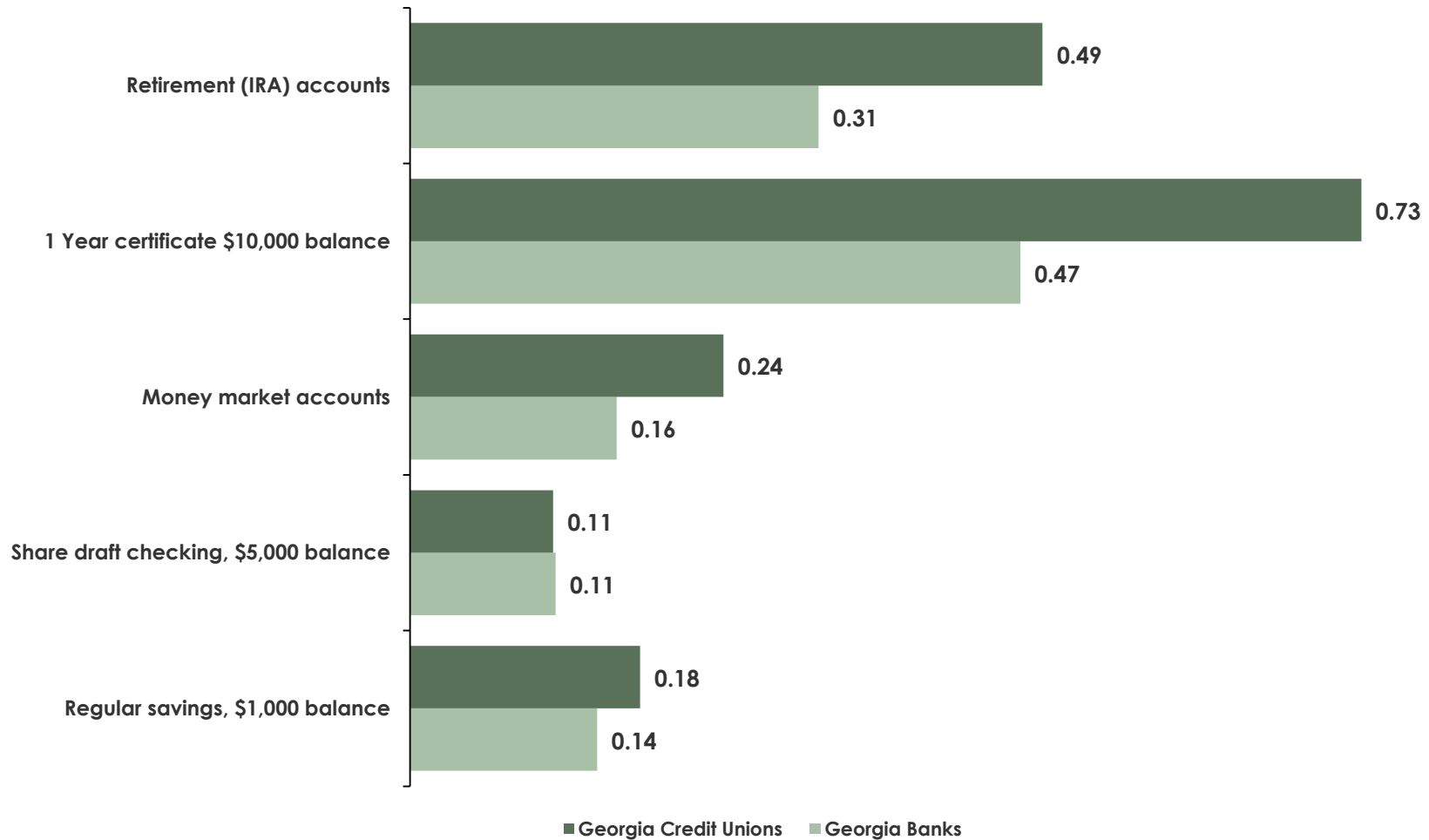
Loan Product Comparative Interest Rates (%)

by Loan Type



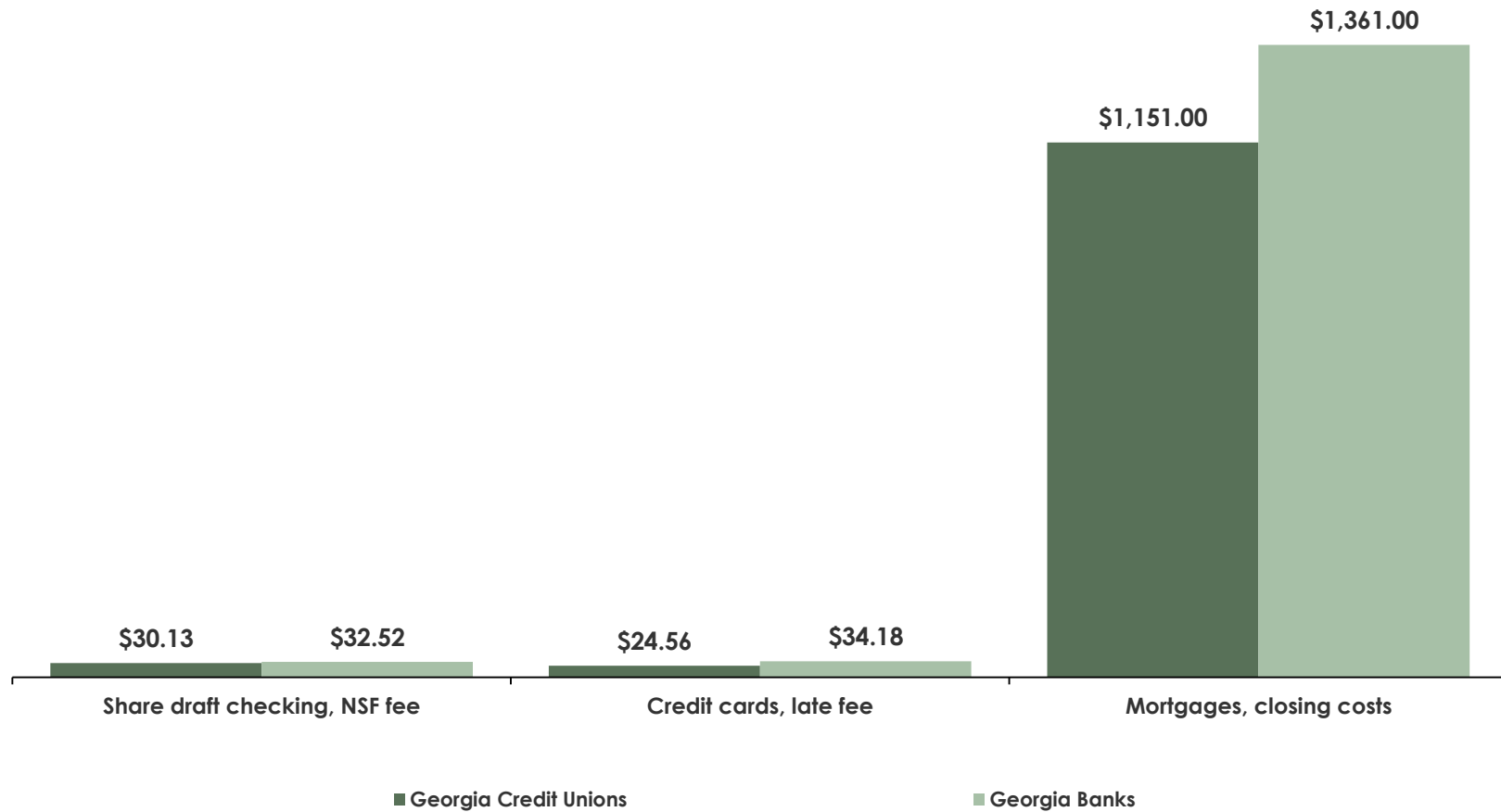
Savings Product Comparative Interest Rates (%)

by Savings Account Type



Comparative Fees

by Type



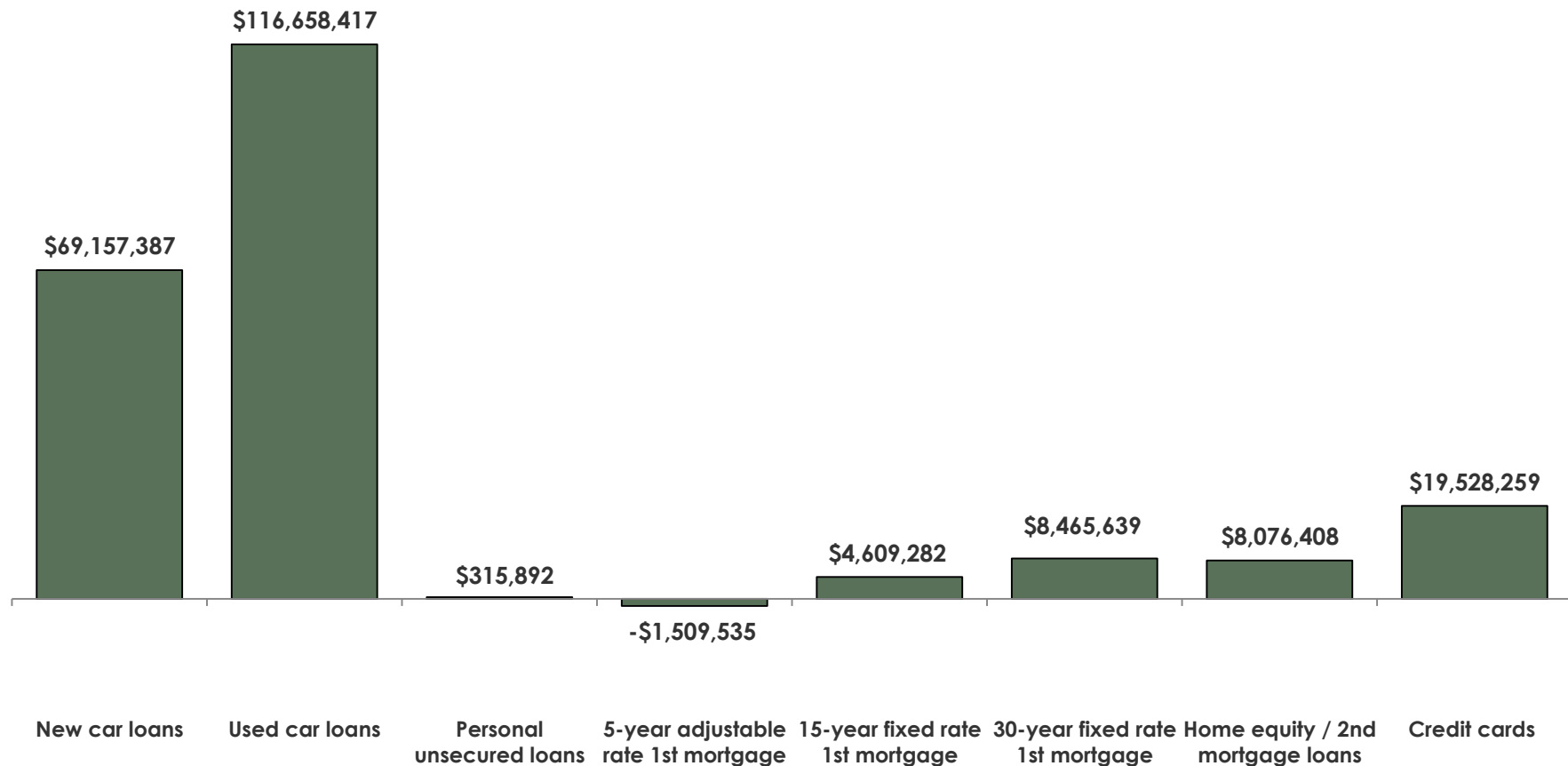
Georgia Credit Union and Banking Institution June 2020 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.04	5.14	-2.10
48-month used car (A paper)	3.19	5.54	-2.36
Unsecured loan (A paper)	8.34	8.39	-0.05
5-year adjustable rate 1st mortgage, 0 pts	3.66	3.58	0.08
15-year fixed rate 1st mortgage, 0 pts	3.17	3.46	-0.29
30-year fixed rate 1st mortgage, 0 pts	3.53	3.86	-0.33
Home equity / 2nd mtg, 80% LTV 0 pts	4.32	5.03	-0.71
Credit card - rewards	9.64	12.17	-2.53
Credit card - platinum	10.55	13.21	-2.66
Savings Products			
Regular savings, \$1,000 balance	0.18	0.14	0.03
Share draft checking, \$5,000 balance	0.11	0.11	0.00
Money market accounts	0.24	0.16	0.08
1 Year certificate \$10,000 balance	0.73	0.47	0.26
Retirement (IRA) accounts	0.49	0.31	0.17
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

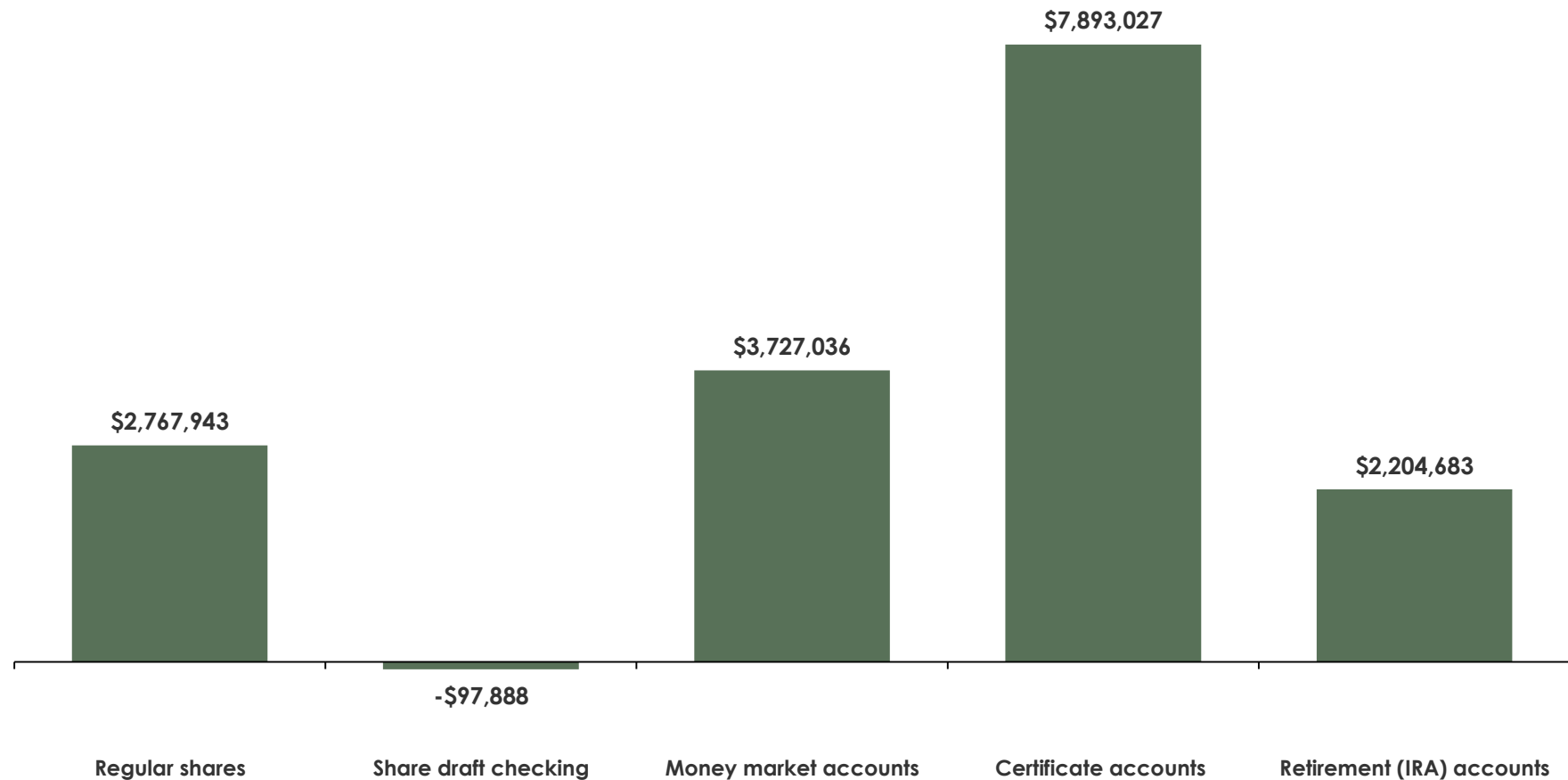
Estimated Credit Union Loan Benefits

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 2020

Loans	Avg. Balance at Credit Unions (1)	Rate Difference vs. Georgia Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	3,299,493,632	-2.10	\$69,157,387
Used car loans	4,945,248,691	-2.36	\$116,658,417
Personal unsecured loans	607,484,061	-0.05	\$315,892
5-year adjustable rate 1st mortgage	1,886,919,316	0.08	-\$1,509,535
15-year fixed rate 1st mortgage	1,594,907,193	-0.29	\$4,609,282
30-year fixed rate 1st mortgage	2,549,891,305	-0.33	\$8,465,639
Home equity / 2nd mortgage loans	1,135,922,323	-0.71	\$8,076,408
Credit cards	761,781,106	-2.53	\$19,528,259
Interest rebates			\$1,400
Total CU member benefits arising from lower interest rates on loan products:			\$225,303,147
Savings			
Regular shares	8,387,706,303	0.03	\$2,767,943
Share draft checking	4,894,384,735	0.00	-\$97,888
Money market accounts	4,545,166,134	0.08	\$3,727,036
Certificate accounts	3,012,605,718	0.26	\$7,893,027
Retirement (IRA) accounts	1,281,792,715	0.17	\$2,204,683
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$16,494,802
Fee Income			
Total CU member benefit arising from fewer / lower fees:			\$22,516,129
Total CU member benefit arising from interest rates on loans, savings products and lower fees:			\$264,314,078
Total CU member benefit / member:			\$123
Total CU member benefit / member household:			\$259

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2020 and June 2019, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

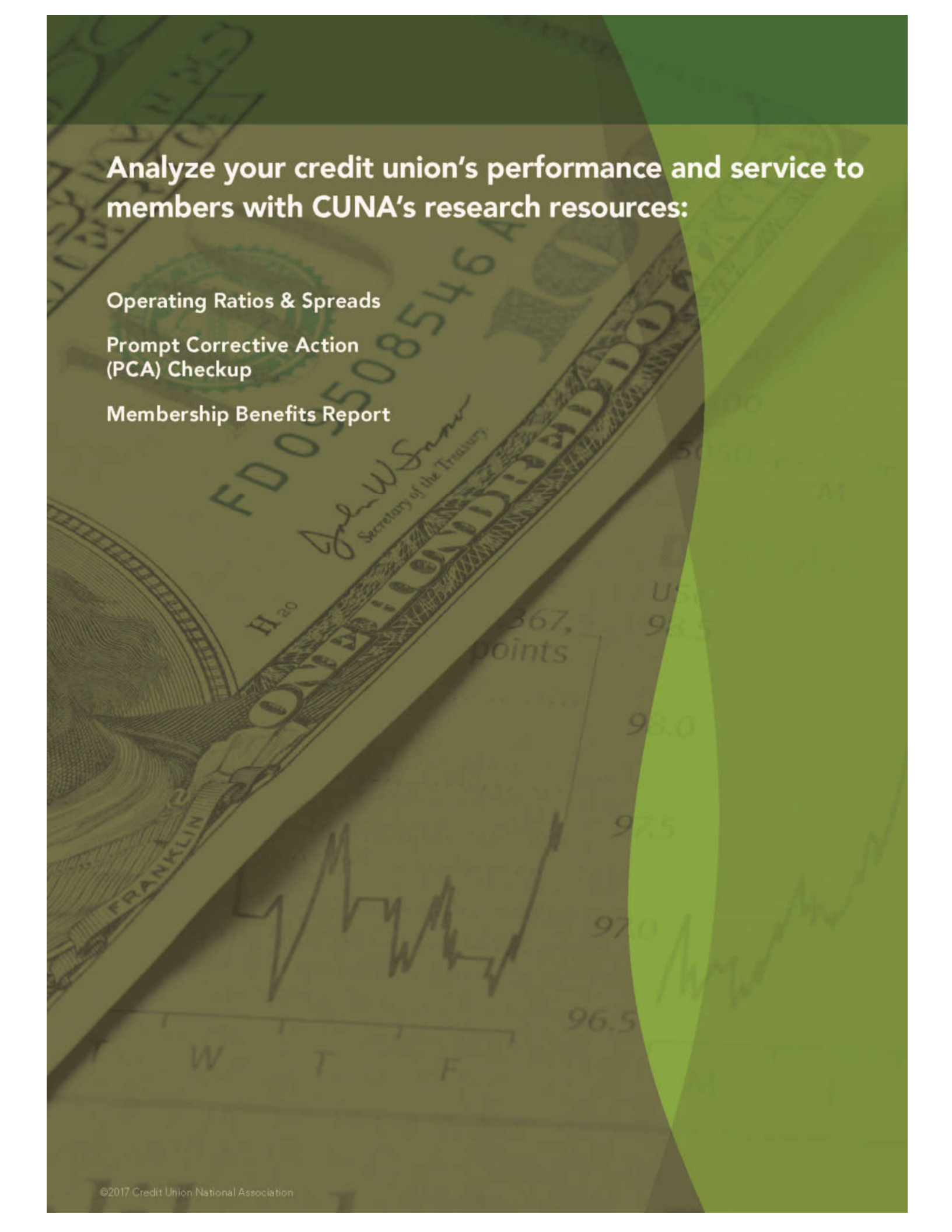
Membership Benefits Report

CUNA Economics and Statistics

Georgia Credit Union Performance Profile

Demographic Information	Jun 20	Jun 19
Number of branches	408	406
Total assets (\$ mil)	28,018	24,579
Total loans (\$ mil)	18,106	17,510
Total surplus funds (\$ mil)	8,723	5,885
Total savings (\$ mil)	24,013	20,884
Total members (thousands)	2,173	2,163
Growth Rates (Trailing 12 months) *		
Total assets	15.1 %	4.0 %
Total loans	4.5 %	5.5 %
Total surplus funds	49.0 %	-1.2 %
Total savings	16.1 %	2.8 %
Total members	2.4 %	1.5 %
Earnings - Basis Pts. *		
Yield on total assets	345	376
Dividend / interest cost of assets	55	57
Fee & other income	146	170
Operating expense	335	351
Loss Provisions	45	35
Net Income (ROA) after stabilization exp	56	102
Capital Adequacy		
Net worth / assets	11.9	12.8
Asset Quality *		
Delinquencies / loans	0.5	0.4
Net chargeoffs / average loans	0.5	0.5
Total borrower-bankruptcies	14	22
Bankruptcies per 1000 members	0.6	1.0
Asset/Liability Management		
Loans / savings	75.4	83.8
Loans / assets	64.6	71.2
Long-term assets / assets	28.1	28.1
Core deposits/shares & borrowings	60.2	58.6
Productivity		
Members / potential members	6.2	6.4
Borrowers / members	76.4	71.9
Members / FTE	404	408
Average shares / members (\$)	11,049	9,655
Average loan balances (\$)	10,910	11,266
Salary & Benefits / FTE	83,748	79,956

* 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

Membership Benefits Report