

The Benefits of Membership

Customized Analysis of Member Benefits For:

Florida

September 2009

Prepared by:

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About The Membership Benefits Report

The Membership Benefits report communicates the financial value of credit union membership to credit union staff, members, potential members, community leaders and policy makers. The report compares credit union dividend rates, loan rates, and fees to those of banking institutions in the state¹. It combines those comparisons with the state call report data to develop an overall estimate of the annual financial benefits provided to members.

It is important to remember that the report gives a *conservative* estimate of benefits. For example, it does not consider non-financial benefits such as access to a large ATM network, financial counseling, or auto buying services.

When interpreting the report, remember that any benefit above \$0 means credit unions are delivering financial benefits compared to the average banking institution.

Not all credit unions will deliver lofty financial benefits. Greater financial benefits tend to be found among credit unions that offer a greater variety of services and those with lower operating expense ratios (i.e., higher economies of scale). On the other hand, higher operating expense ratios tend to be associated with other non-financial benefits, such as personalized “high-touch” services.

The report measures benefits at one distinct point in time. Operational and strategic decisions – building new branches, expanding fields of membership, introducing new products – will undoubtedly be reflected in credit union pricing decisions (and estimated benefit levels).

¹ The source for banking institution interest rate and fee data is Datatrac. Datatrac is the nation’s leading rate survey firm and tracks interest rates at over 15,000 institutions nationally.

Florida

The Benefits of Membership

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

The Credit Union National Association (CUNA) estimates that Florida credit unions provided \$405,329,045 in direct financial benefits to the state's 4,440,218 members during the twelve months ending September 2009.

These benefits are equivalent to \$91 per member or \$173 per member household ⁽¹⁾.

The per-member and per-household benefits delivered by Florida 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 Florida credit unions.

Consider this:

Financing a \$25,000 new automobile for 60 months at a Florida credit union will save members an average \$205 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.

Florida credit unions excel in providing member benefits on many loan and saving products. In particular, Florida 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, .

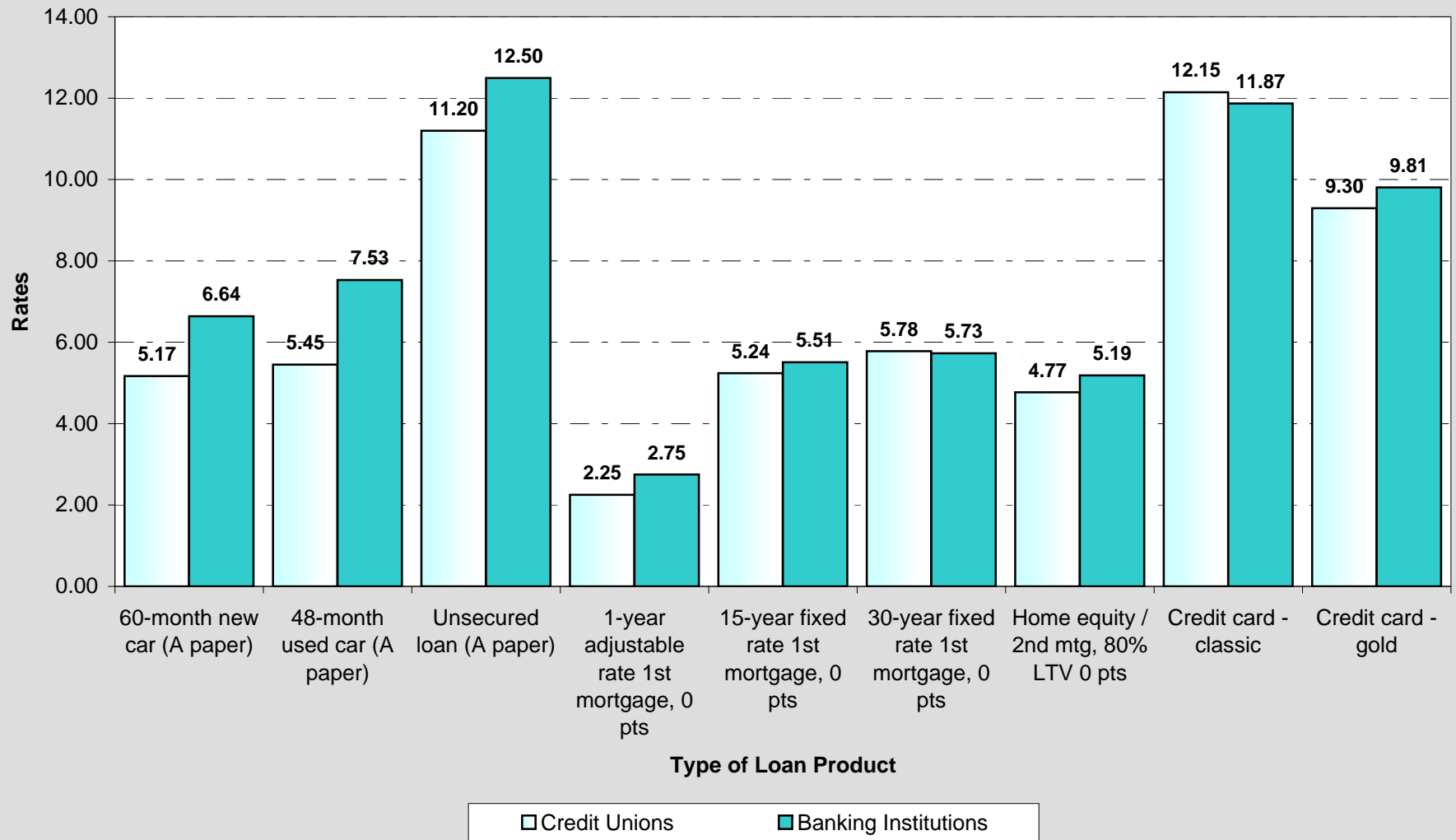
Florida credit unions also pay members higher average dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



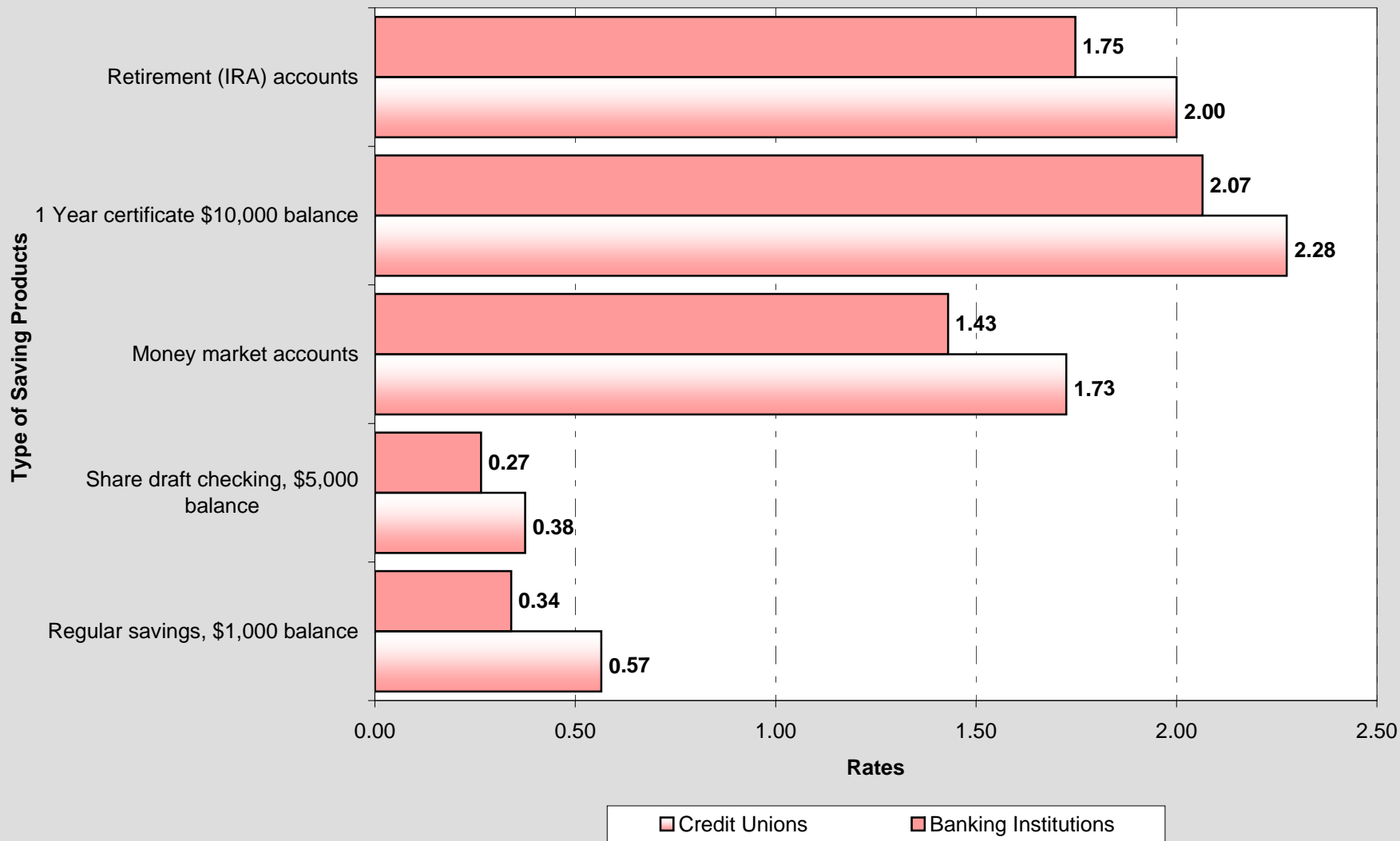
Source: Datatrac, NCUA, and CUNA.

(1)Assumes 1.9 credit union members per household.

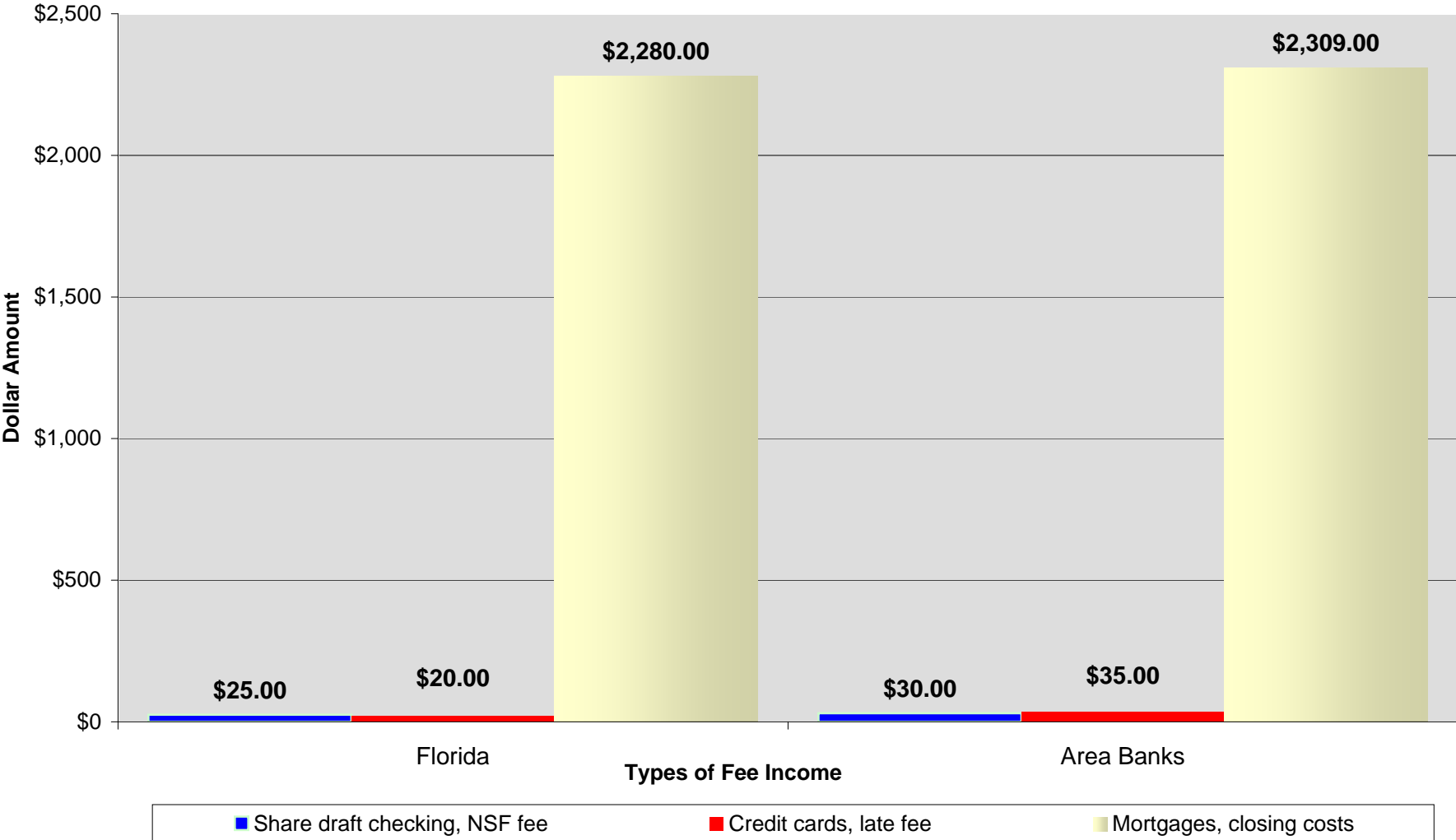
Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



Recent Comparative Interest Rates for Credit Unions Saving Products Credit Unions vs. Banking Institutions



Selected Third Quarter 2009 Credit Union Fees compared to Banking Institutions

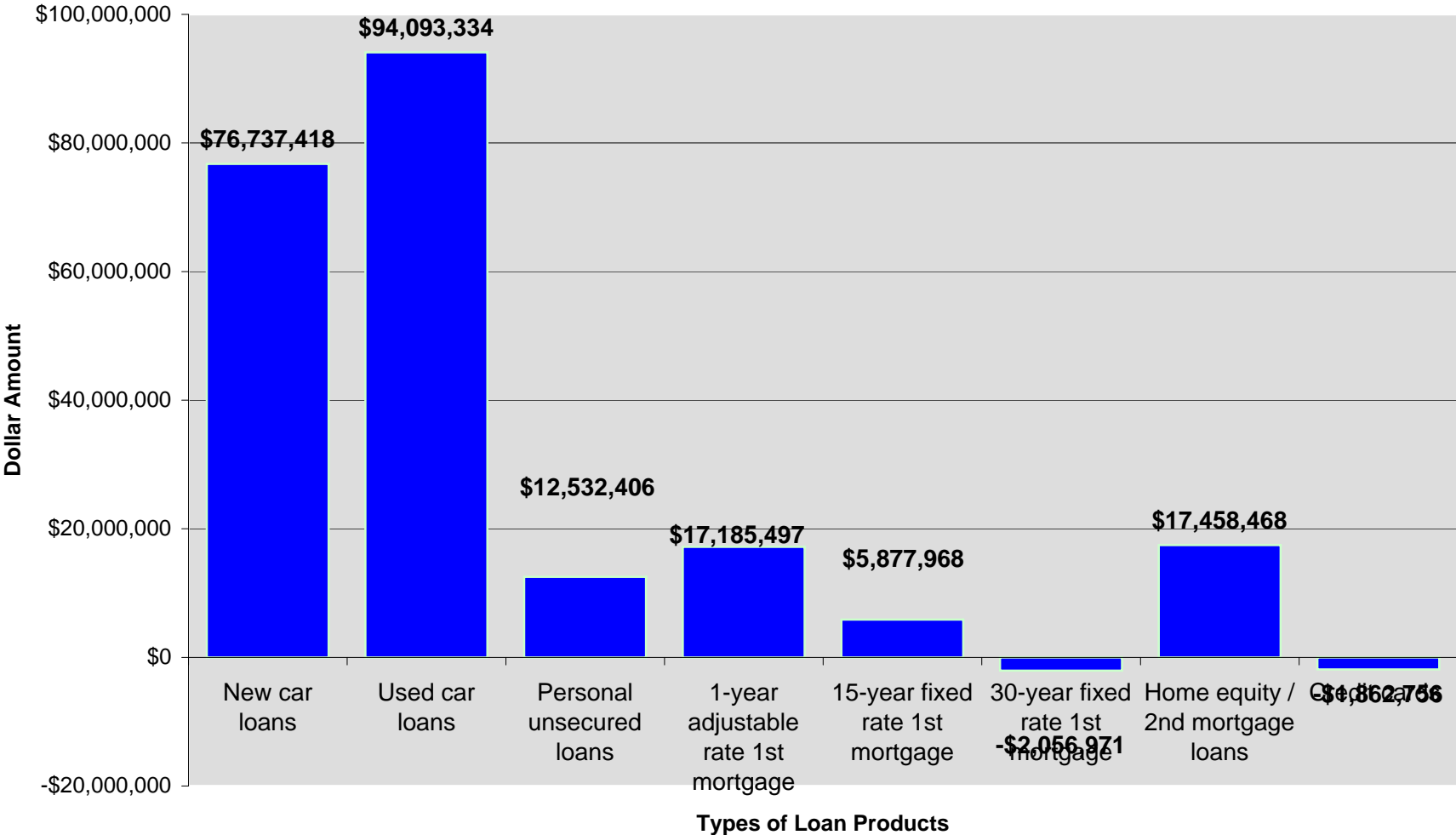


Florida
Credit Union and Banking Institution
Third Quarter 2009 Average Interest Rates and Fees

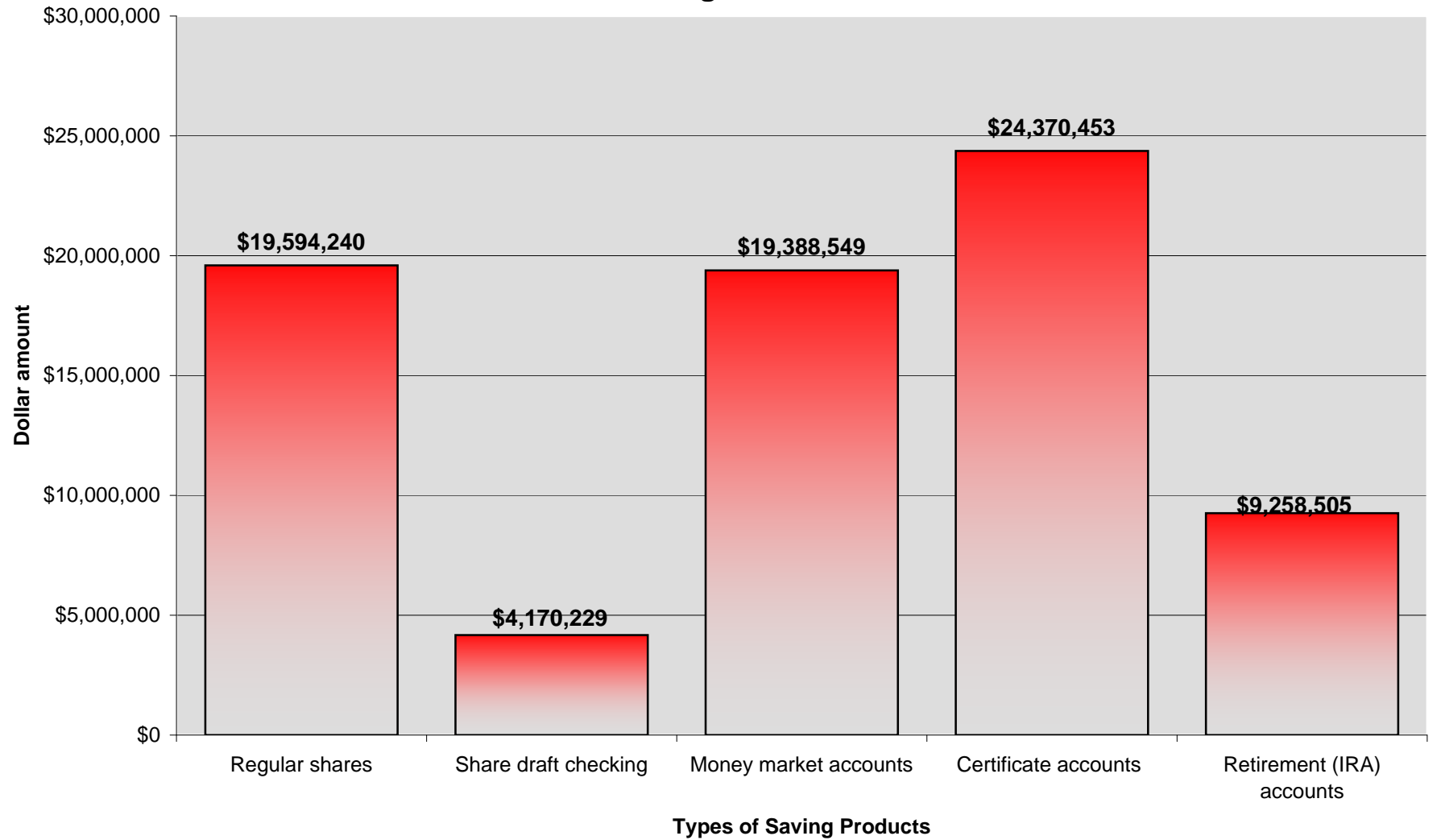
Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	5.17	6.64	-1.47
48-month used car (A paper)	5.45	7.53	-2.08
Unsecured loan (A paper)	11.20	12.50	-1.30
1-year adjustable rate 1st mortgage, 0 pts	2.25	2.75	-0.50
15-year fixed rate 1st mortgage, 0 pts	5.24	5.51	-0.27
30-year fixed rate 1st mortgage, 0 pts	5.78	5.73	0.05
Home equity / 2nd mtg, 80% LTV 0 pts	4.77	5.19	-0.42
Credit card - classic	12.15	11.87	0.28
Credit card - gold	9.30	9.81	-0.51
Savings Products			
Regular savings, \$1,000 balance	0.57	0.34	0.23
Share draft checking, \$5,000 balance	0.38	0.27	0.11
Money market accounts	1.73	1.43	0.30
1 Year certificate \$10,000 balance	2.28	2.07	0.21
Retirement (IRA) accounts	2.00	1.75	0.25
Fee Income			
Share draft checking, NSF fee	\$25.00	\$30.00	-\$5.00
Credit cards, late fee	\$20.00	\$35.00	-\$15.00
Mortgages, closing costs	\$2,280.00	\$2,309.00	-\$29.00

Source: Datatrac

Estimated Credit Union Loan Rate Benefits vs. Banking Institutions



Estimated Credit Union Savings Dividend Benefits vs. Banking Institutions



Estimated Florida Credit Unions Financial Benefits Third Quarter 2009

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Florida Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	5,220,232,490	-1.47	\$76,737,418
Used car loans	4,523,718,001	-2.08	\$94,093,334
Personal unsecured loans	967,753,344	-1.30	\$12,532,406
1-year adjustable rate 1st mortgage	3,437,099,303	-0.50	\$17,185,497
15-year fixed rate 1st mortgage	2,177,025,106	-0.27	\$5,877,968
30-year fixed rate 1st mortgage	4,113,942,800	0.05	-\$2,056,971
Home equity / 2nd mortgage loans	4,206,859,742	-0.42	\$17,458,468
Credit cards	2,365,403,941	0.28	-\$1,862,756
Interest rebates in period			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$219,965,363
 <u>Savings</u>			
Regular shares	8,708,551,294	0.23	\$19,594,240
Share draft checking	3,791,116,945	0.11	\$4,170,229
Money market accounts	6,572,389,391	0.30	\$19,388,549
Certificate accounts	11,604,977,790	0.21	\$24,370,453
Retirement (IRA) accounts	3,666,734,681	0.25	\$9,258,505
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on saving products:			\$76,781,976
 <u>Fee Income</u>			
Total CU member benefit arising from fewer/lower fees:			\$108,581,705
 Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$405,329,045
 Total CU member benefit / member:			\$91
Total CU member benefit / member household:			\$173

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of year-end 2007 and year-end 2008, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

Florida
Performance Profile

Demographic Information	Sep-09	Sep-08
Number of branches	875	936
Total assets (\$ mil)	42,573	42,094
Total loans (\$ mil)	28,696	29,590
Total surplus funds (\$ mil)	12,286	10,759
Total savings (\$ mil)	36,490	35,200
Total members (thousands)	4,597	4,563
Growth Rates (Year-to-date)		
Total assets	7.1 %	2.9 %
Total loans	2.5 %	2.1 %
Total surplus funds	20.9 %	6.2 %
Total savings	9.0 %	0.7 %
Total members	6.0 %	0.8 %
Earnings - Basis Pts.		
Yield on total assets	503	564
Dividend/interest cost of assets	176	256
Fee & other income *	235	179
Operating expense	342	355
Loss Provisions	191	141
Net Income (ROA) after stabilization exp *	-10	-10
Capital adequacy		
Net worth / assets	9.6	10.7
Asset quality		
Delinquencies / loans	2.9	1.9
Net chargeoffs / average loans	2.1	1.4
Total borrower-bankruptcies	105	55
Bankruptcies per 1000 members	4.1	2.3
Asset/Liability Management		
Loans / savings	78.6	84.1
Loans / assets	67.4	70.3
Long-term assets / assets	32.2	31.0
Core deposits/shares & borrowings	36.3	34.6
Productivity		
Members/potential members	3.9	4.1
Borrowers/members	49.6	50.9
Members/FTE	354	338
Average shares/members (\$)	7,937	7,714
Average loan balances (\$)	12,584	12,750
Salary & Benefits/FTE	53,787	53,344

***Credit unions did not uniformly report stabilization expenses or reversals of the expense. Therefore, some income and expense ratios are not comparable to previous periods. Use extreme caution when coming to conclusions from this data.**