

# ***The Benefits of Membership***

*Customized Analysis of Member Benefits For:*

## **South Dakota**

***September 2009***

*Prepared by:*

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Economics and Statistics Department***



## **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 state<sup>1</sup>. 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).

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<sup>1</sup> 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.

# South Dakota

## *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 South Dakota credit unions provided \$20,432,262 in direct financial benefits to the state's 245,391 members during the twelve months ending September 2009.

**These benefits are equivalent to \$83 per member or \$158 per member household (1).**

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

Consider this:

**Financing a \$25,000 new automobile for 60 months at a South Dakota credit union will save members an average \$191 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.

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

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

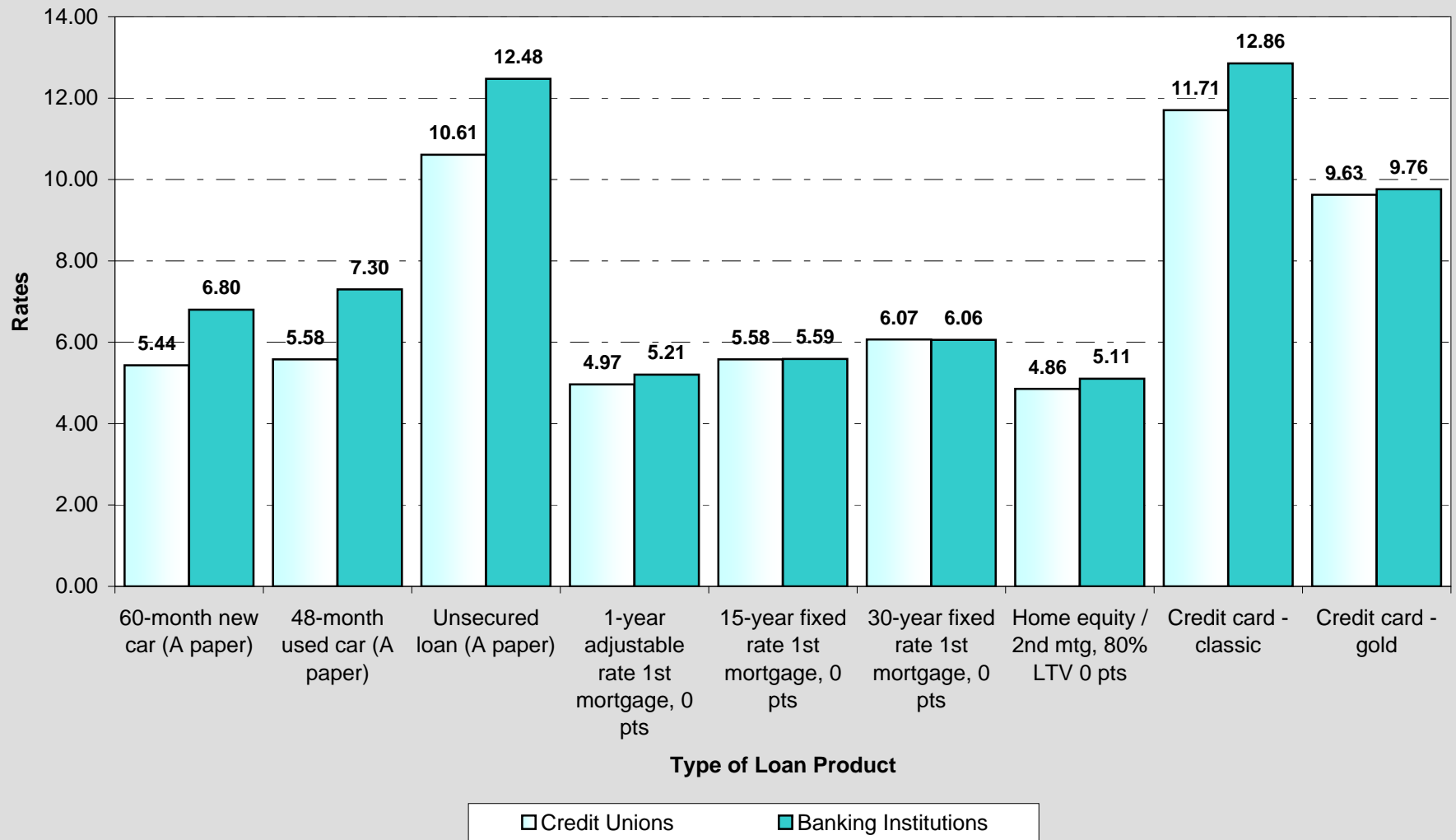


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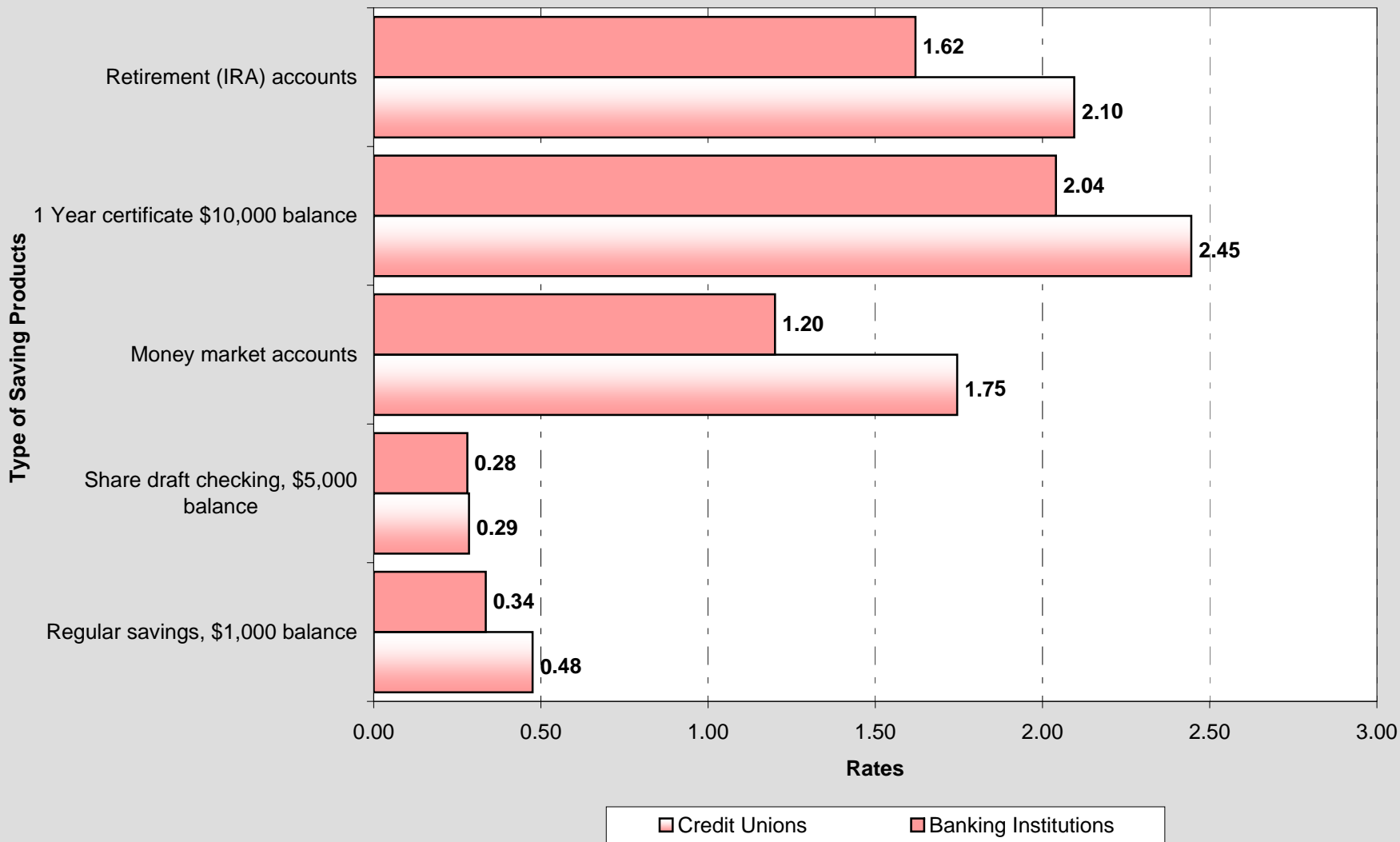
Source: Datatrac, NCUA, and CUNA.

(1) Assumes 1.9 credit union members per household.

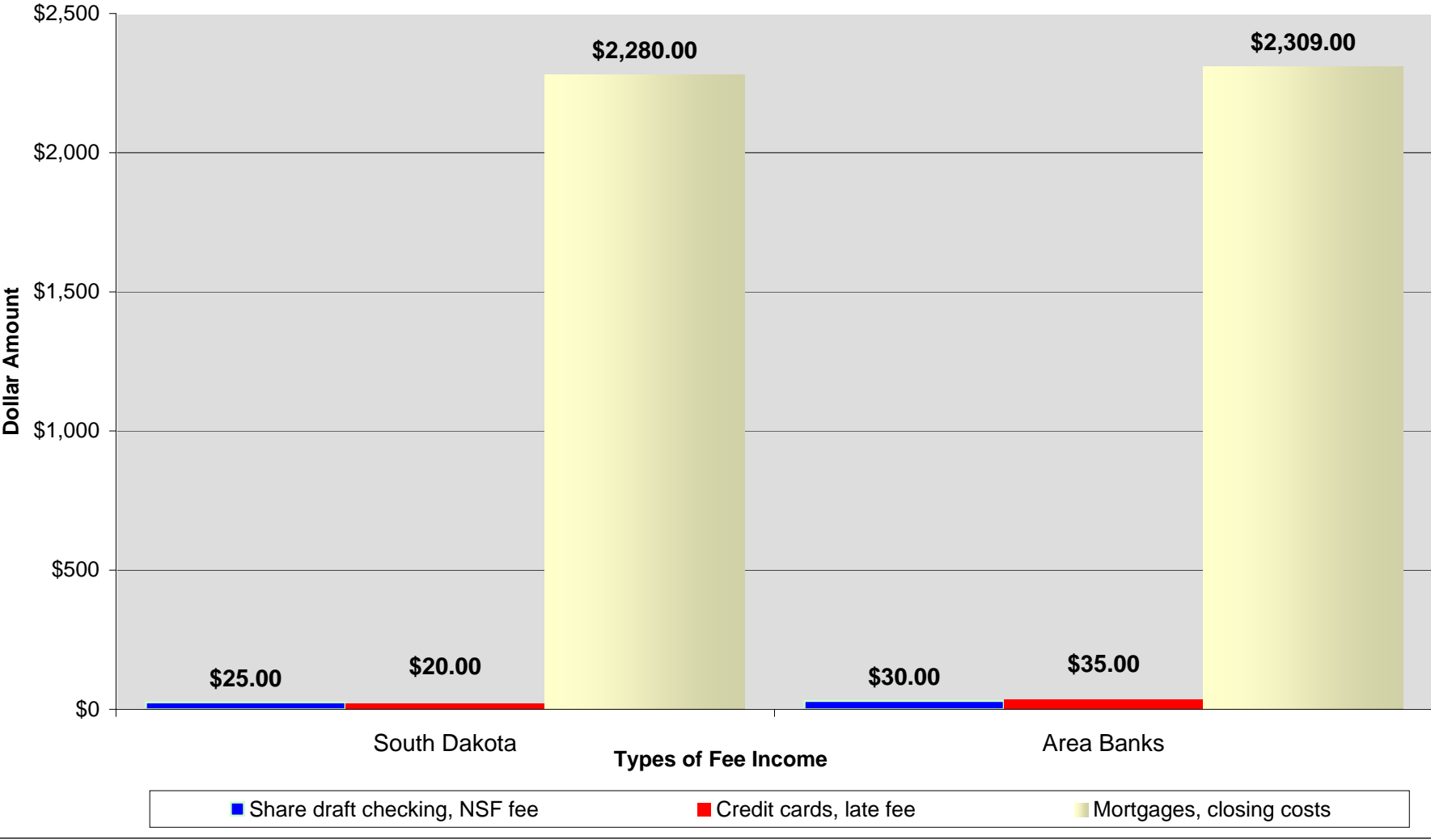
## Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



## 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

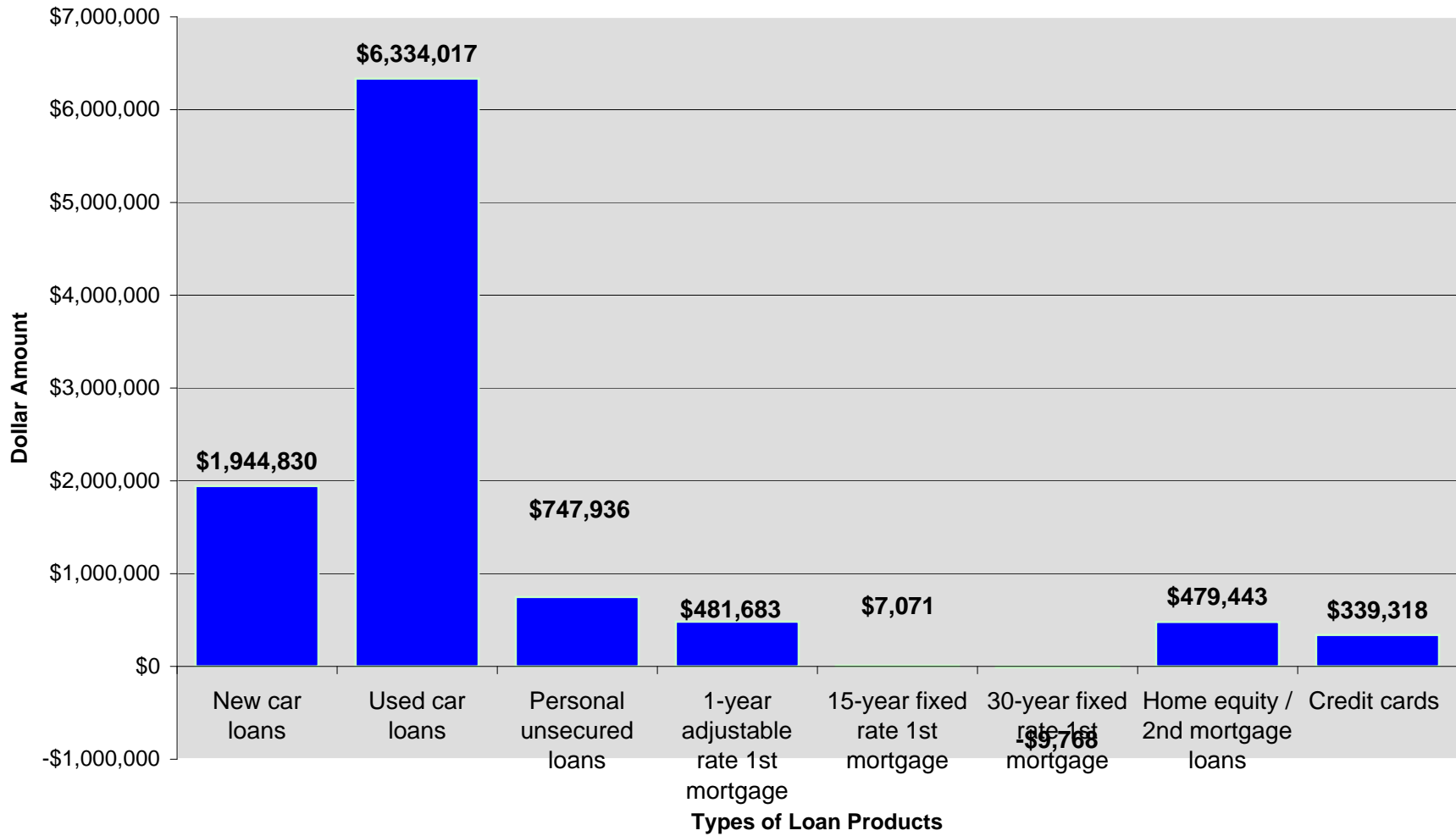


**South Dakota**  
**Credit Union and Banking Instituion**  
**Third Quarter 2009 Average Interest Rates and Fees**

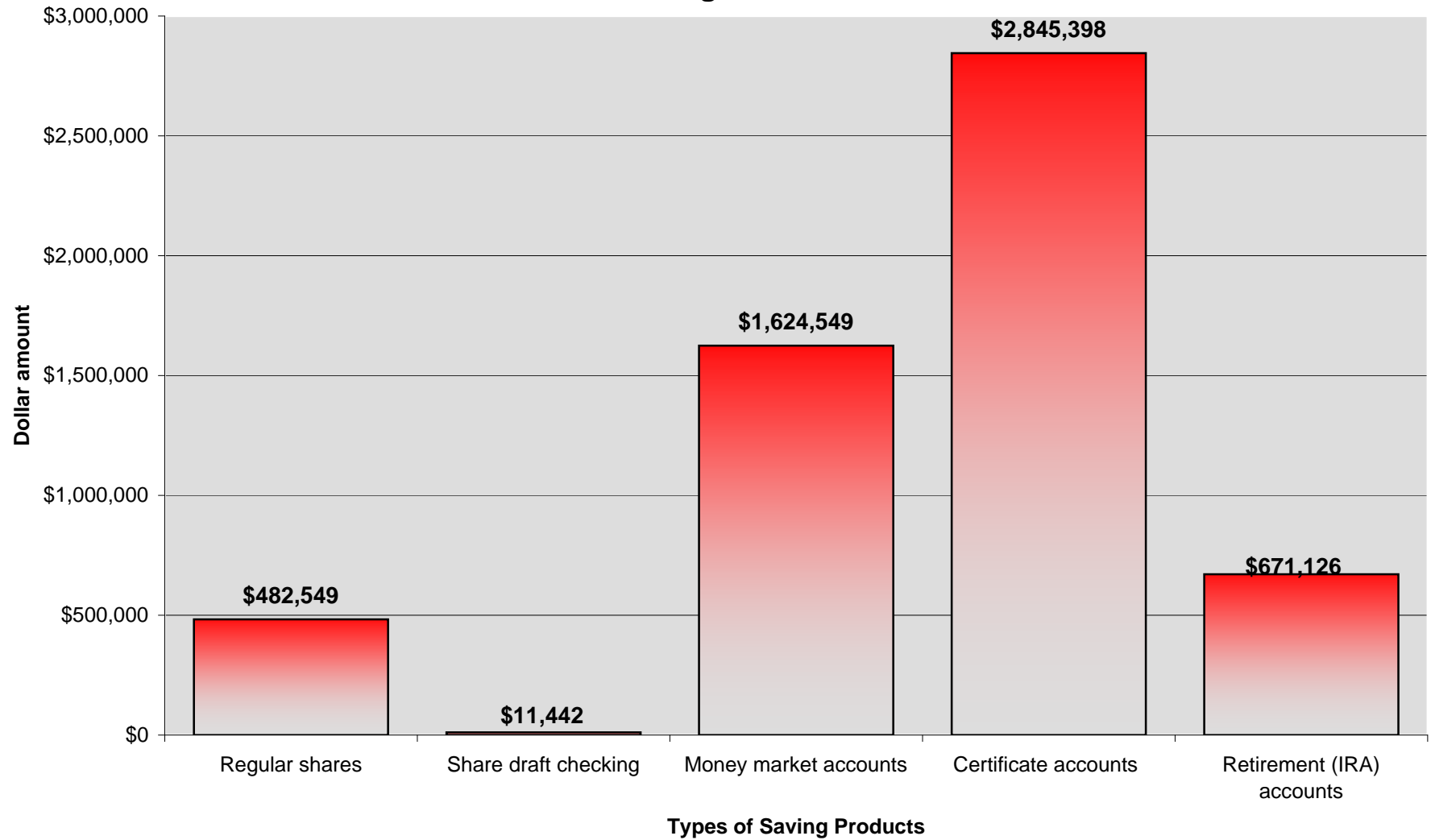
<b>Loan Products</b>	<b>Average Rate at Credit Unions (%)</b>	<b>Average Rate at Banks (%)</b>	<b>Rate Difference vs. Banks (%)</b>
60-month new car (A paper)	5.44	6.80	-1.37
48-month used car (A paper)	5.58	7.30	-1.72
Unsecured loan (A paper)	10.61	12.48	-1.87
1-year adjustable rate 1st mortgage, 0 pts	4.97	5.21	-0.24
15-year fixed rate 1st mortgage, 0 pts	5.58	5.59	-0.01
30-year fixed rate 1st mortgage, 0 pts	6.07	6.06	0.01
Home equity / 2nd mtg, 80% LTV 0 pts	4.86	5.11	-0.25
Credit card - classic	11.71	12.86	-1.15
Credit card - gold	9.63	9.76	-0.14
<b>Savings Products</b>			
Regular savings, \$1,000 balance	0.48	0.34	0.14
Share draft checking, \$5,000 balance	0.29	0.28	0.00
Money market accounts	1.75	1.20	0.55
1 Year certificate \$10,000 balance	2.45	2.04	0.41
Retirement (IRA) accounts	2.10	1.62	0.48
<b>Fee Income</b>			
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 South Dakota Credit Unions Financial Benefits Third Quarter 2009

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. South Dakota Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	142,478,413	-1.37	\$1,944,830
Used car loans	368,256,783	-1.72	\$6,334,017
Personal unsecured loans	40,103,781	-1.87	\$747,936
1-year adjustable rate 1st mortgage	200,701,195	-0.24	\$481,683
15-year fixed rate 1st mortgage	70,705,619	-0.01	\$7,071
30-year fixed rate 1st mortgage	97,677,732	0.01	-\$9,768
Home equity / 2nd mortgage loans	191,777,325	-0.25	\$479,443
Credit cards	37,859,800	-1.15	\$339,318
Interest rebates in period			\$3,914
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$10,328,444</b>
 <u>Savings</u>			
Regular shares	344,677,619	0.14	\$482,549
Share draft checking	228,846,773	0.00	\$11,442
Money market accounts	298,082,474	0.55	\$1,624,549
Certificate accounts	702,567,301	0.41	\$2,845,398
Retirement (IRA) accounts	141,289,732	0.48	\$671,126
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on saving products:</b>			<b>\$5,635,064</b>
 <u>Fee Income</u>			
<b>Total CU member benefit arising from fewer/lower fees:</b>			<b>\$4,468,754</b>
 <b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			<b>\$20,432,262</b>
 <b>Total CU member benefit / member:</b>			<b>\$83</b>
<b>Total CU member benefit / member household:</b>			<b>\$158</b>

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;

**South Dakota  
Performance Profile**

<b>Demographic Information</b>	<b>Sep-09</b>	<b>Sep-08</b>
Number of branches	104	99
Total assets (\$ mil)	2,185	1,893
Total loans (\$ mil)	1,432	1,299
Total surplus funds (\$ mil)	658	508
Total savings (\$ mil)	1,852	1,640
Total members (thousands)	247	243
<b>Growth Rates (Year-to-date)</b>		
Total assets	13.4 %	6.2 %
Total loans	8.4 %	6.5 %
Total surplus funds	26.3 %	5.9 %
Total savings	10.5 %	6.6 %
Total members	1.3 %	0.8 %
<b>Earnings - Basis Pts.</b>		
Yield on total assets	520	592
Dividend/interest cost of assets	189	252
Fee & other income *	146	138
Operating expense	363	380
Loss Provisions	37	22
Net Income (ROA) after stabilization exp *	55	76
<b>Capital adequacy</b>		
Net worth / assets	9.6	11.0
<b>Asset quality</b>		
Delinquencies / loans	1.3	1.0
Net chargeoffs / average loans	0.3	0.2
Total borrower-bankruptcies	7	5
Bankruptcies per 1000 members	1.4	1.1
<b>Asset/Liability Management</b>		
Loans / savings	77.3	79.2
Loans / assets	65.6	68.6
Long-term assets / assets	27.6	28.6
Core deposits/shares & borrowings	31.6	32.9
<b>Productivity</b>		
Members/potential members	9.7	12.0
Borrowers/members	60.3	58.8
Members/FTE	298	307
Average shares/members (\$)	7,486	6,738
Average loan balances (\$)	9,604	9,081
Salary & Benefits/FTE	49,302	47,501

**\*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.**