

CUNA Florida  
**MEMBERSHIP BENEFITS  
REPORT**



## Florida

### 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 Florida credit unions provided \$583,818,823 in direct financial benefits to the state's 5,410,507 members during the twelve months ending June 2017.

**These benefits are equivalent to \$108 per member or \$205 per member household <sup>(1)</sup>.**

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 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 \$266 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.

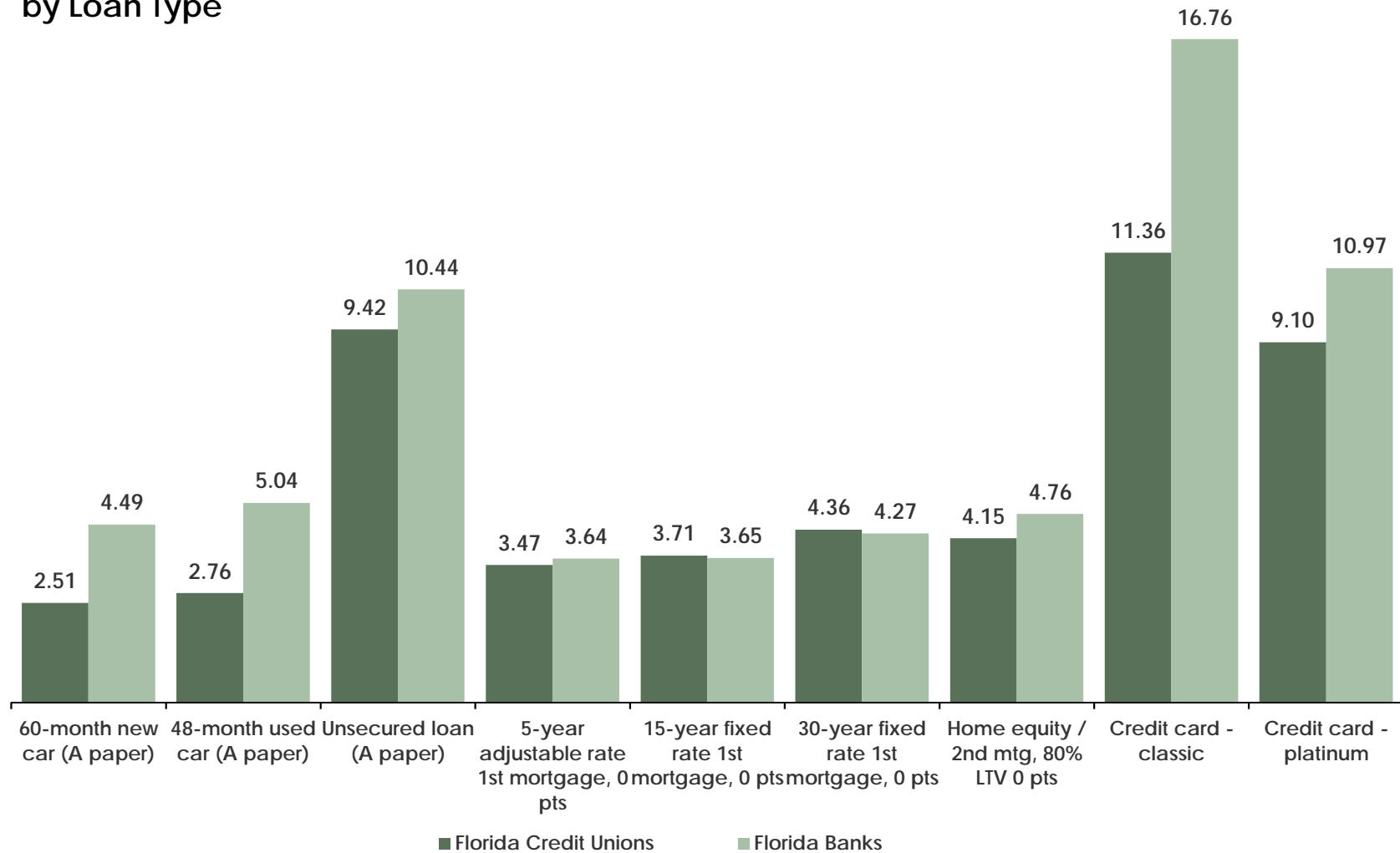
Florida credit unions excel in providing member benefits on many loan and savings products. In particular, Florida credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-adjustable rate, home equity loans, credit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



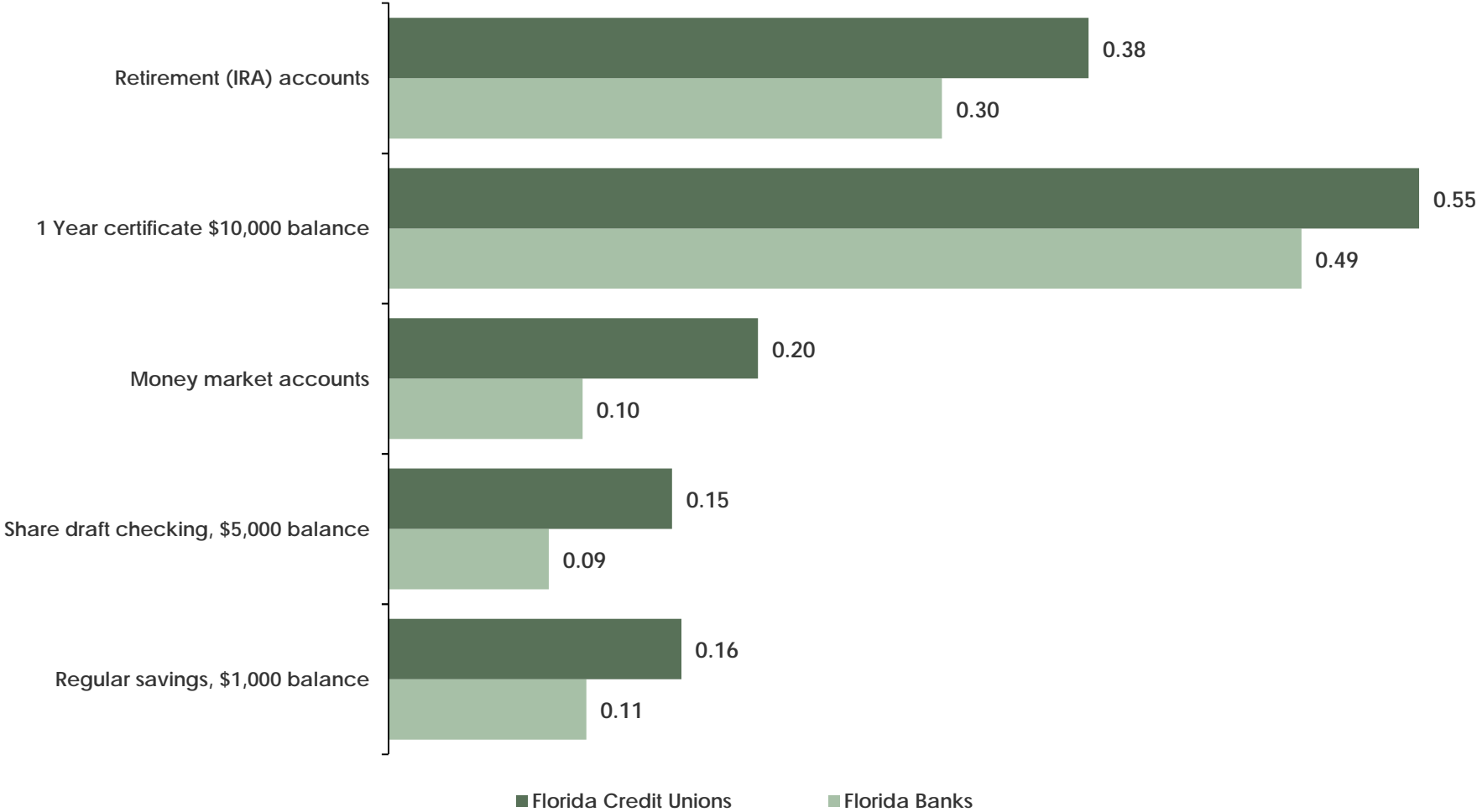
## Loan Product Comparative Interest Rates (%)

by Loan Type



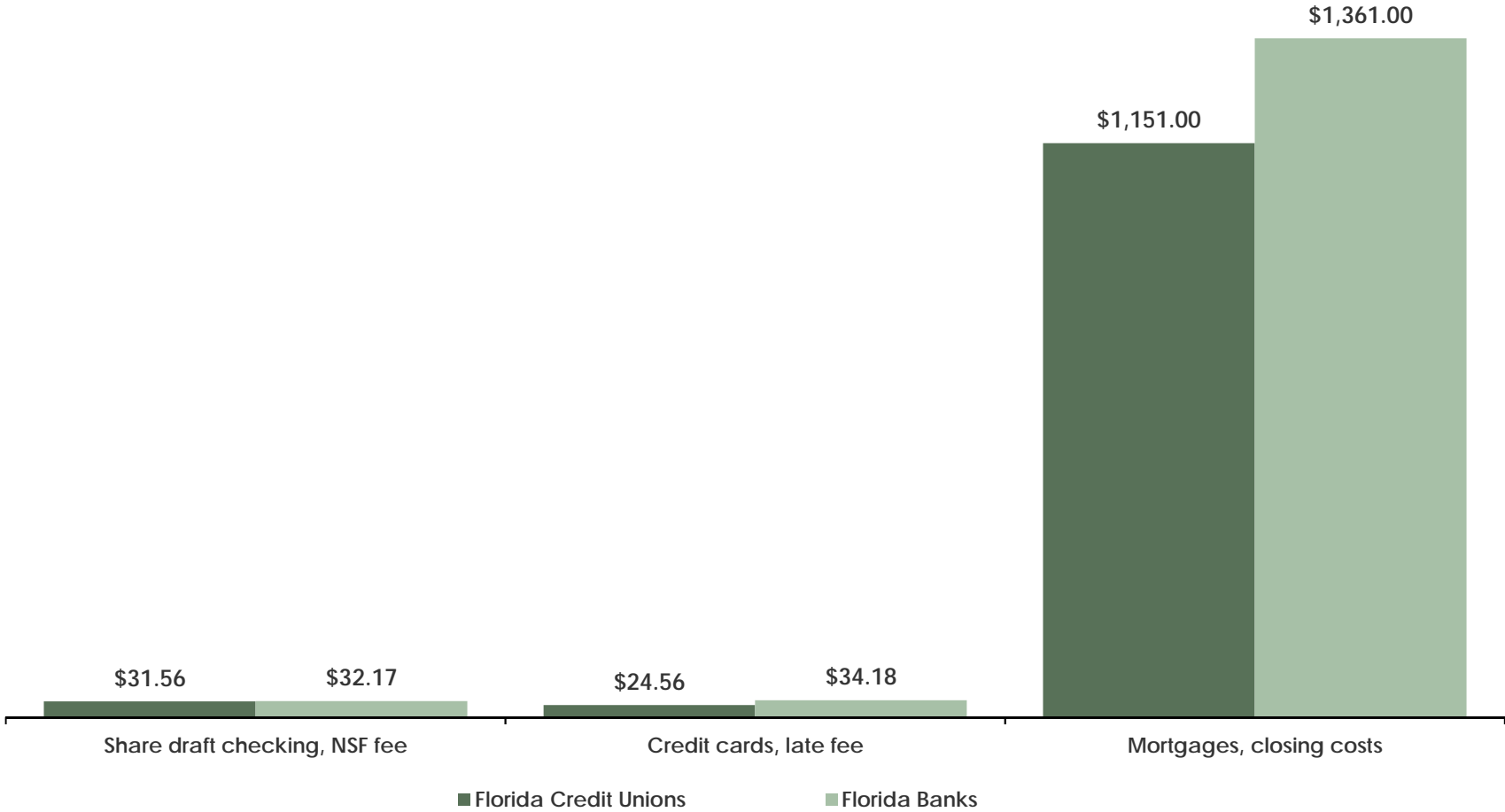
### Savings Product Comparative Interest Rates (%)

by Savings Account Type



Comparative Fees

by Type



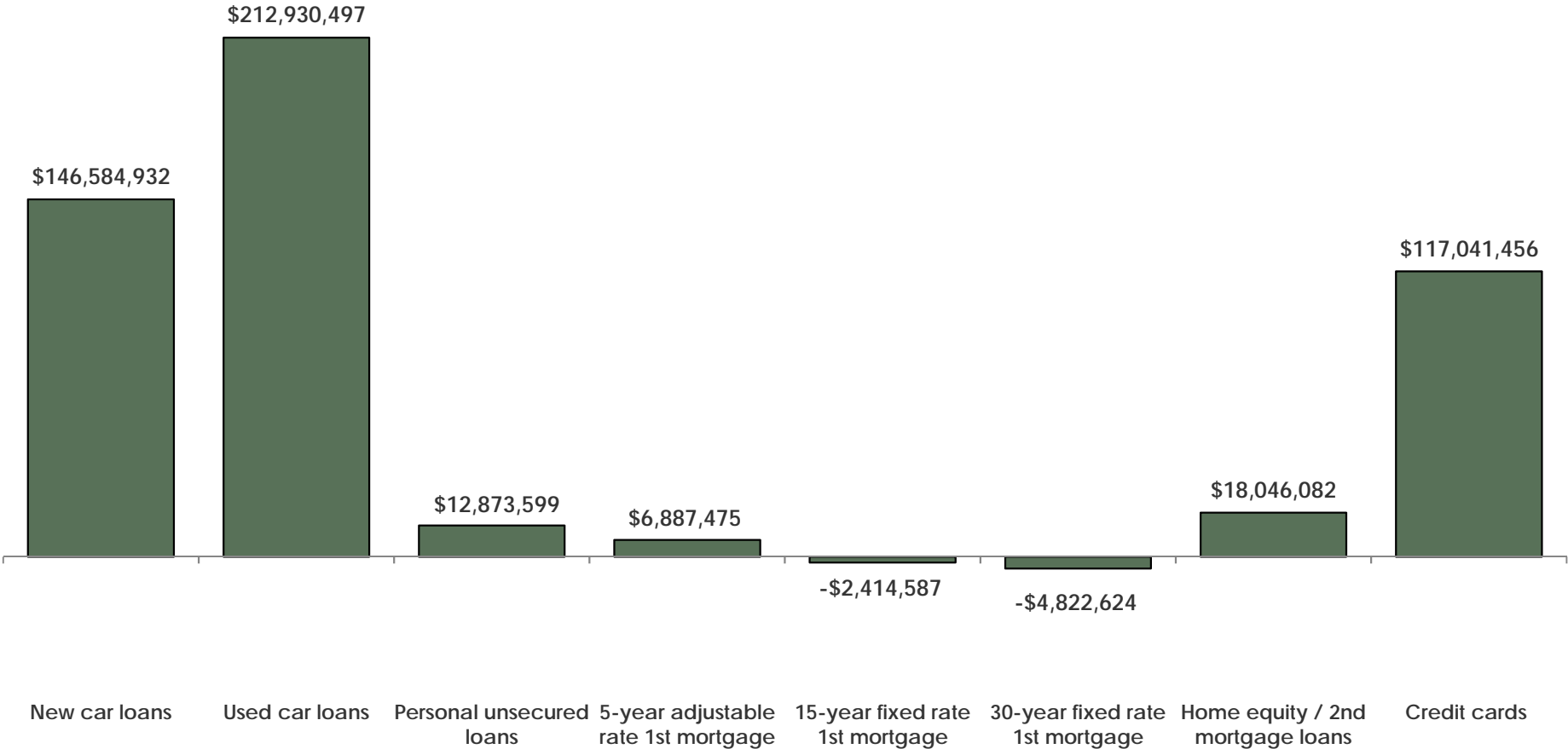
## Florida Credit Union and Banking Institution June 2017 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.51	4.49	-1.98
48-month used car (A paper)	2.76	5.04	-2.28
Unsecured loan (A paper)	9.42	10.44	-1.02
5-year adjustable rate 1st mortgage, 0 pts	3.47	3.64	-0.17
15-year fixed rate 1st mortgage, 0 pts	3.71	3.65	0.06
30-year fixed rate 1st mortgage, 0 pts	4.36	4.27	0.09
Home equity / 2nd mtg, 80% LTV 0 pts	4.15	4.76	-0.62
Credit card - classic	11.36	16.76	-5.40
Credit card - platinum	9.10	10.97	-1.87
Savings Products			
Regular savings, \$1,000 balance	0.16	0.11	0.05
Share draft checking, \$5,000 balance	0.15	0.09	0.07
Money market accounts	0.20	0.10	0.09
1 Year certificate \$10,000 balance	0.55	0.49	0.06
Retirement (IRA) accounts	0.38	0.30	0.08
Fee Income			
Share draft checking, NSF fee	\$31.56	\$32.17	-\$0.61
Credit cards, late fee	\$24.56	\$34.18	-\$9.62
Mortgages, closing costs	\$1,151.00	\$1,361.00	-\$210.00

Source: Datatrac

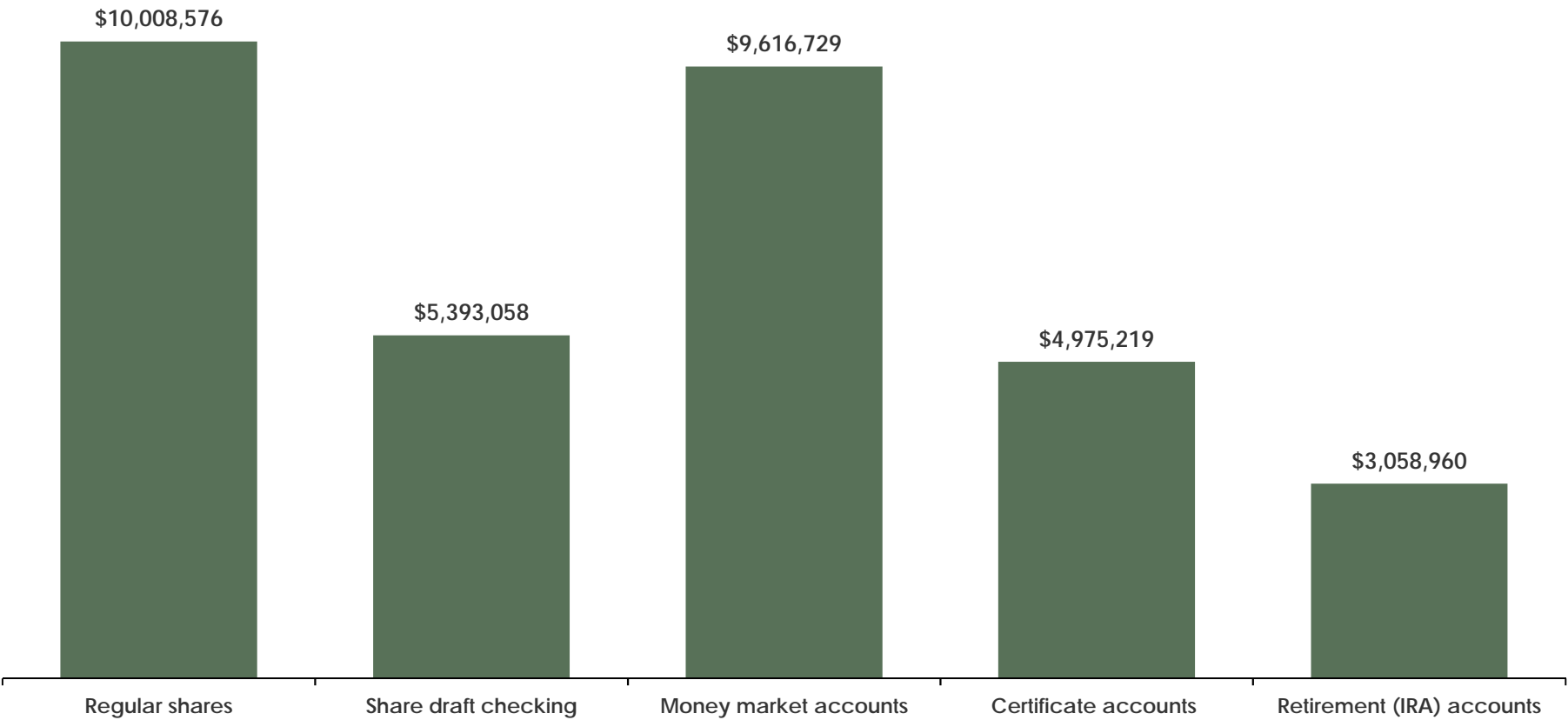
State Credit Union's Total Loan Rate Benefits

Compared to State Banking Institutions  
by Loan Type



State Credit Union's Total Savings Dividend Benefits

Compared to State Banking Institutions  
by Account Type





## Estimated Financial Benefits for Florida Credit Unions June 2017

<b>Loans</b>	<b>Avg. Balance at Credit Unions (1)</b>	<b>Rate Difference vs. Florida Banks (%) (2)</b>	<b>Total Financial Benefit to Your Members</b>
New car loans	7,395,808,855	-1.98	\$146,584,932
Used car loans	9,343,154,777	-2.28	\$212,930,497
Personal unsecured loans	1,268,334,909	-1.02	\$12,873,599
5-year adjustable rate 1st mortgage	4,174,227,188	-0.17	\$6,887,475
15-year fixed rate 1st mortgage	3,832,678,150	0.06	-\$2,414,587
30-year fixed rate 1st mortgage	5,130,450,801	0.09	-\$4,822,624
Home equity / 2nd mortgage loans	2,924,810,713	-0.62	\$18,046,082
Credit cards	2,590,845,736	-5.40	\$117,041,456
Interest rebates			\$3,714
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$507,130,544</b>
<b>Savings</b>			
Regular shares	19,624,658,031	0.05	\$10,008,576
Share draft checking	8,171,299,489	0.07	\$5,393,058
Money market accounts	10,230,563,144	0.09	\$9,616,729
Certificate accounts	7,897,172,692	0.06	\$4,975,219
Retirement (IRA) accounts	3,896,763,947	0.08	\$3,058,960
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on savings products:</b>			<b>\$33,052,541</b>
<b>Fee Income</b>			
<b>Total CU member benefit arising from fewer / lower fees:</b>			<b>\$43,635,737</b>
<b>Total CU member benefit arising from interest rates on loans, savings products and lower fees:</b>			<b>\$583,818,823</b>
<b>Total CU member benefit / member:</b>			<b>\$108</b>
<b>Total CU member benefit / member household:</b>			<b>\$205</b>

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2017 and June 2016, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

# Membership Benefits Report

CUNA Economics and Statistics

## Florida Credit Union Performance Profile

Demographic Information	Jun 17	Jun 16
Number of branches	972	976
Total assets (\$ mil)	61,528	56,970
Total loans (\$ mil)	40,568	36,471
Total surplus funds (\$ mil)	18,073	17,773
Total savings (\$ mil)	52,670	48,593
Total members (thousands)	5,510	5,339
Growth Rates (Trailing 12 months) *		
Total assets	8.4 %	9.6 %
Total loans	11.6 %	12.2 %
Total surplus funds	2.1 %	4.5 %
Total savings	8.8 %	9.2 %
Total members	3.8 %	5.0 %
Earnings - Basis Pts. *		
Yield on total assets	327	325
Dividend / interest cost of assets	44	45
Fee & other income	168	170
Operating expense	333	347
Loss Provisions	42	30
Net Income (ROA) after stabilization exp	76	74
Capital Adequacy		
Net worth / assets	10.6	10.7
Asset Quality *		
Delinquencies / loans	0.6	0.7
Net chargeoffs / average loans	0.6	0.6
Total borrower-bankruptcies	28	25
Bankruptcies per 1000 members	0.7	0.7
Asset/Liability Management		
Loans / savings	77.0	75.1
Loans / assets	65.9	64.0
Long-term assets / assets	28.1	27.9
Core deposits/shares & borrowings	55.8	54.0
Productivity		
Members / potential members	3.0	3.0
Borrowers / members	55.7	54.1
Members / FTE	379	374
Average shares / members (\$)	9,558	9,101
Average loan balances (\$)	13,224	12,635
Salary & Benefits / FTE	68,581	67,344

\* 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.