

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 \$238,943,789 in direct financial benefits to the state's 2,092,874 members during the twelve months ending June 2017.

These benefits are equivalent to \$114 per member or \$217 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 \$293 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.

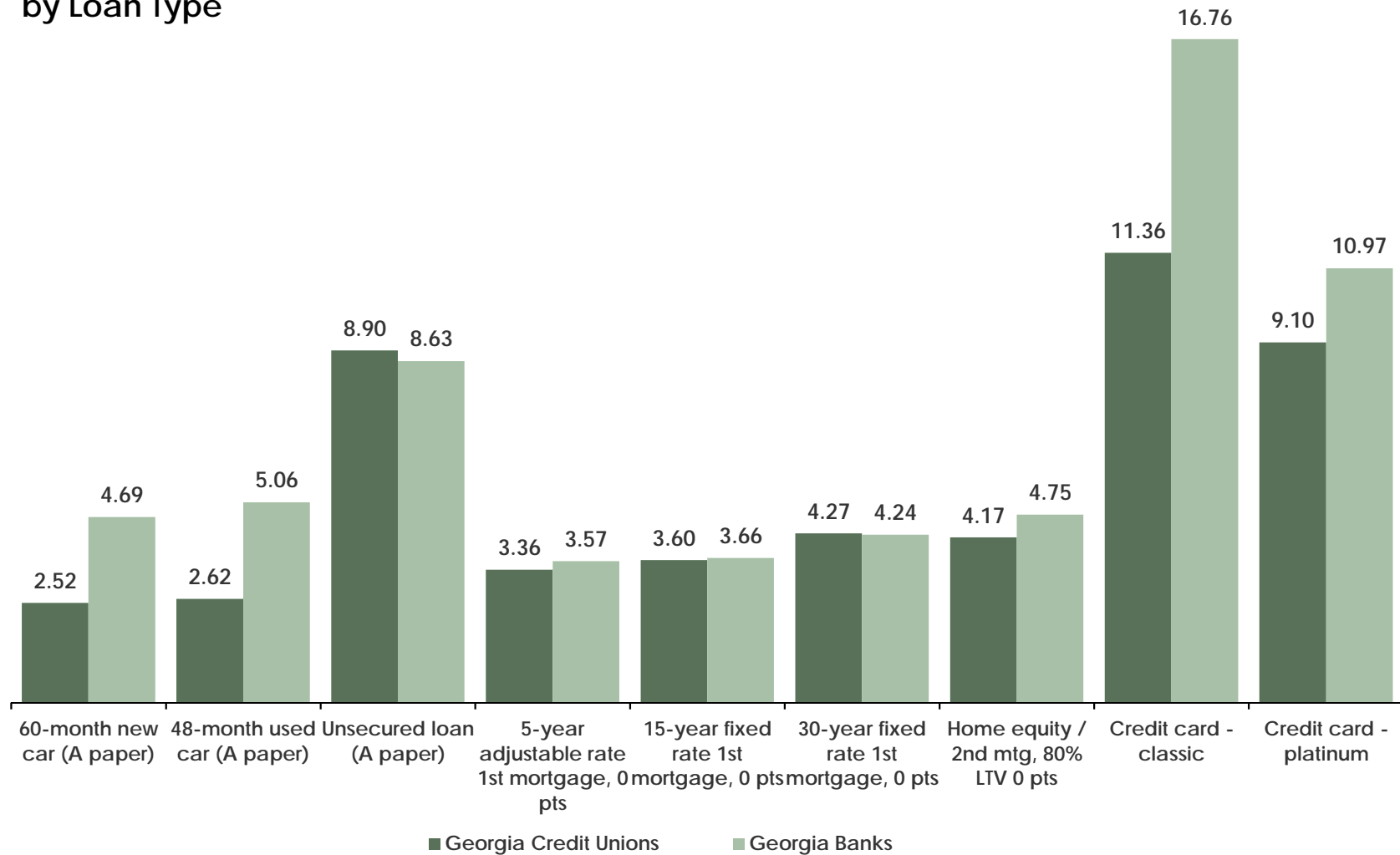
Georgia credit unions excel in providing member benefits on many loan and savings products. In particular, Georgia credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, first mortgage-fixed rate, first mortgage-adjustable rate, home equity loans, credit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

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



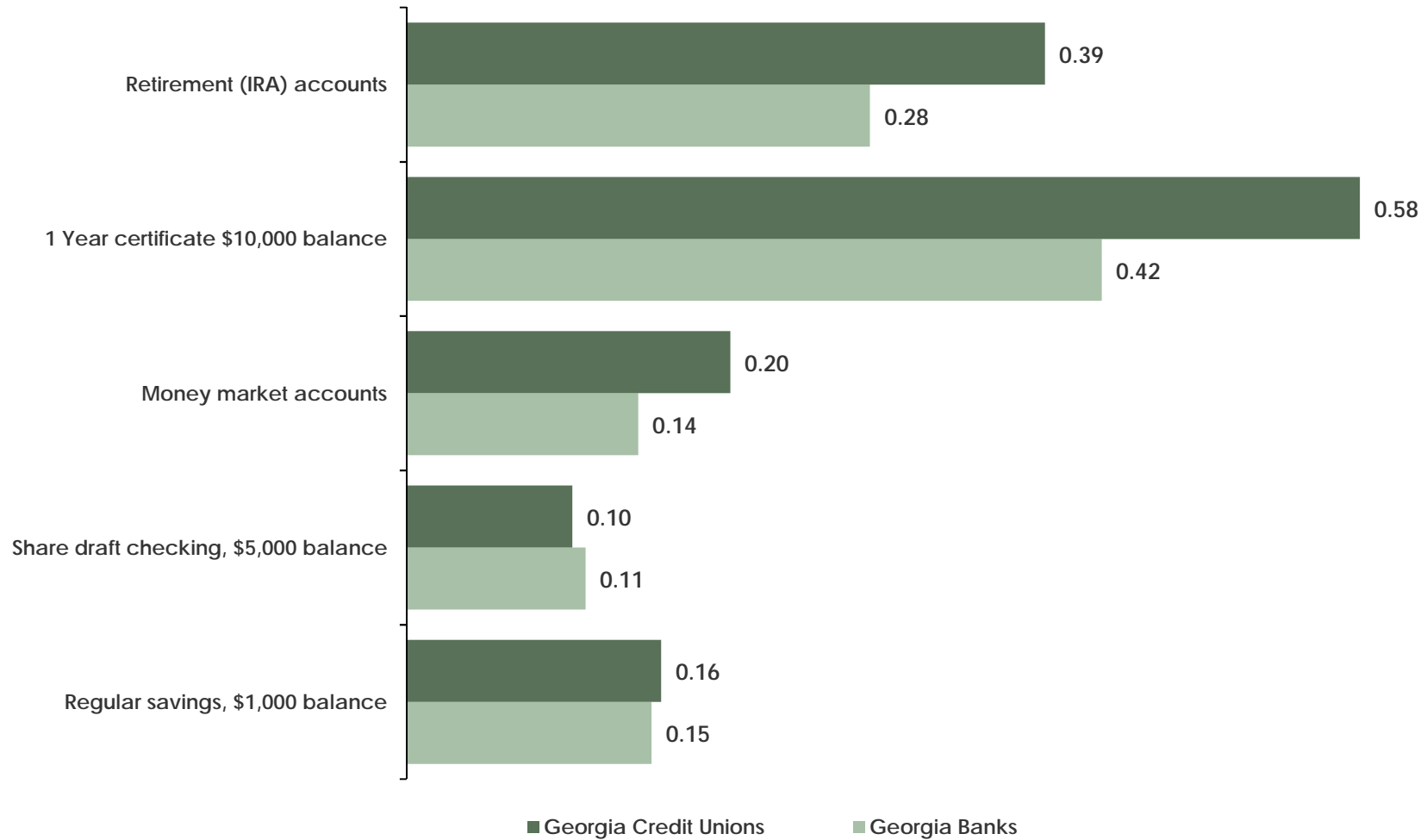
Loan Product Comparative Interest Rates (%)

by Loan Type



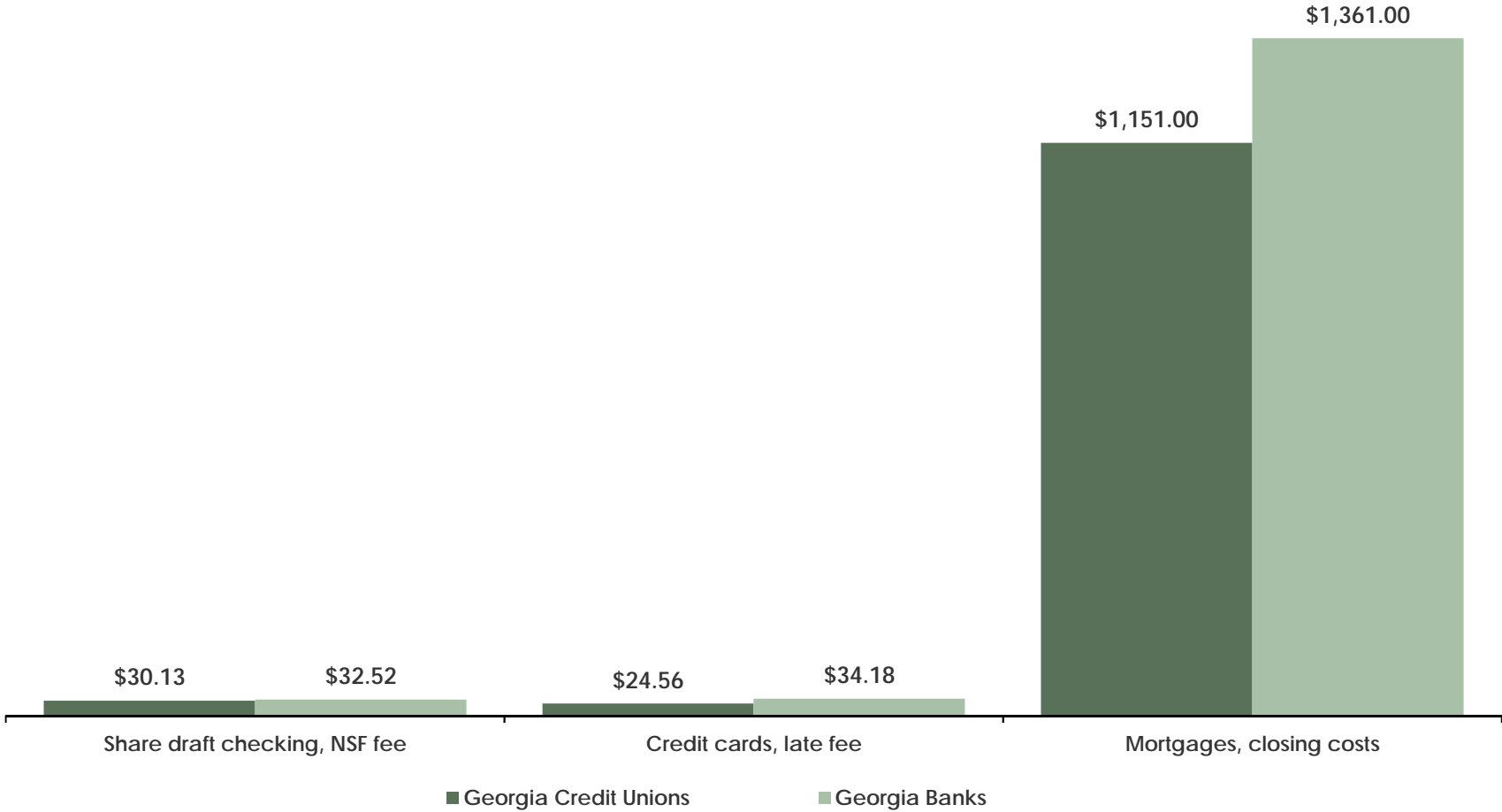
Savings Product Comparative Interest Rates (%)

by Savings Account Type



Comparative Fees

by Type



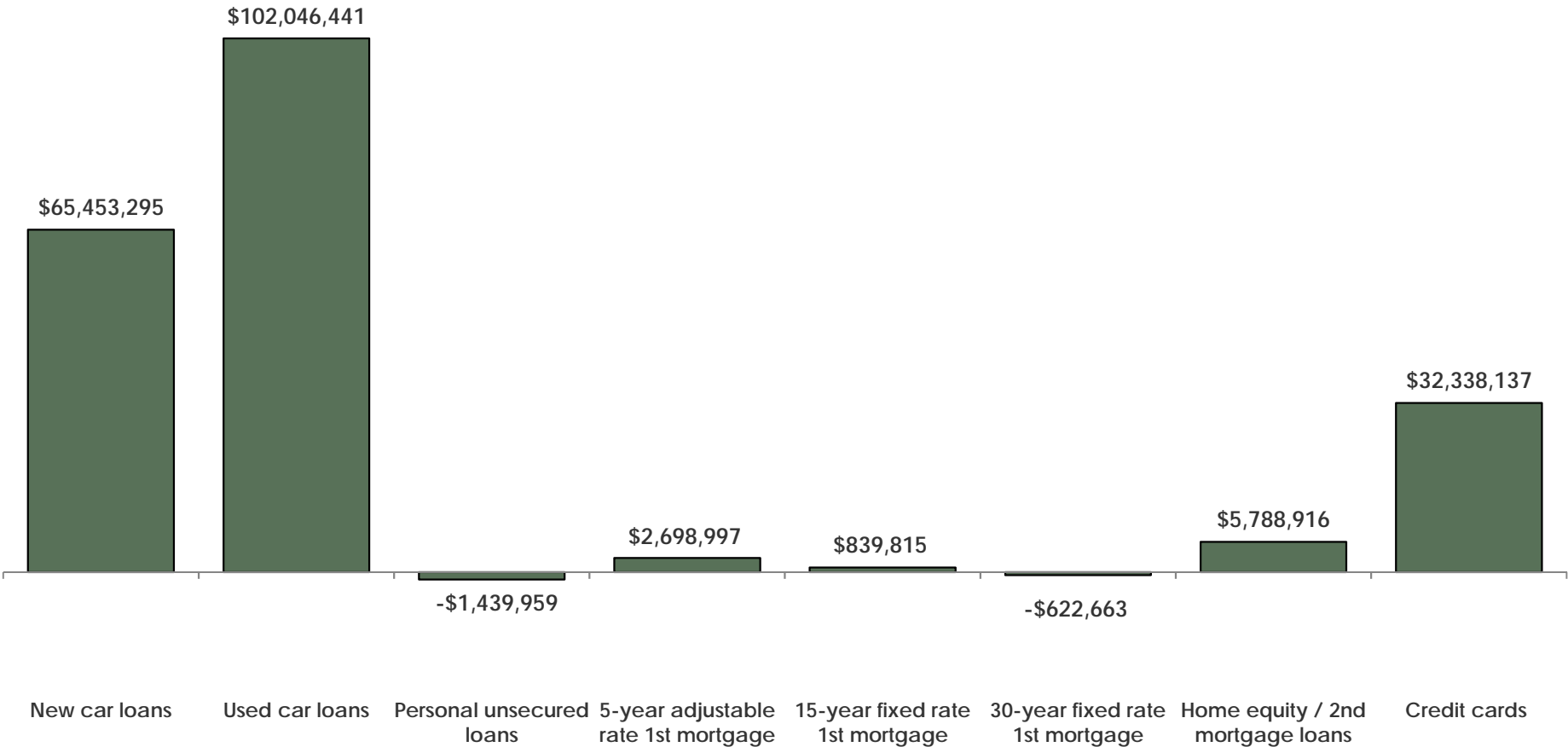
Georgia Credit Union and Banking Institution June 2017 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.52	4.69	-2.17
48-month used car (A paper)	2.62	5.06	-2.44
Unsecured loan (A paper)	8.90	8.63	0.27
5-year adjustable rate 1st mortgage, 0 pts	3.36	3.57	-0.22
15-year fixed rate 1st mortgage, 0 pts	3.60	3.66	-0.06
30-year fixed rate 1st mortgage, 0 pts	4.27	4.24	0.03
Home equity / 2nd mtg, 80% LTV 0 pts	4.17	4.75	-0.58
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	0.15	0.01
Share draft checking, \$5,000 balance	0.10	0.11	-0.01
Money market accounts	0.20	0.14	0.06
1 Year certificate \$10,000 balance	0.58	0.42	0.16
Retirement (IRA) accounts	0.39	0.28	0.11
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

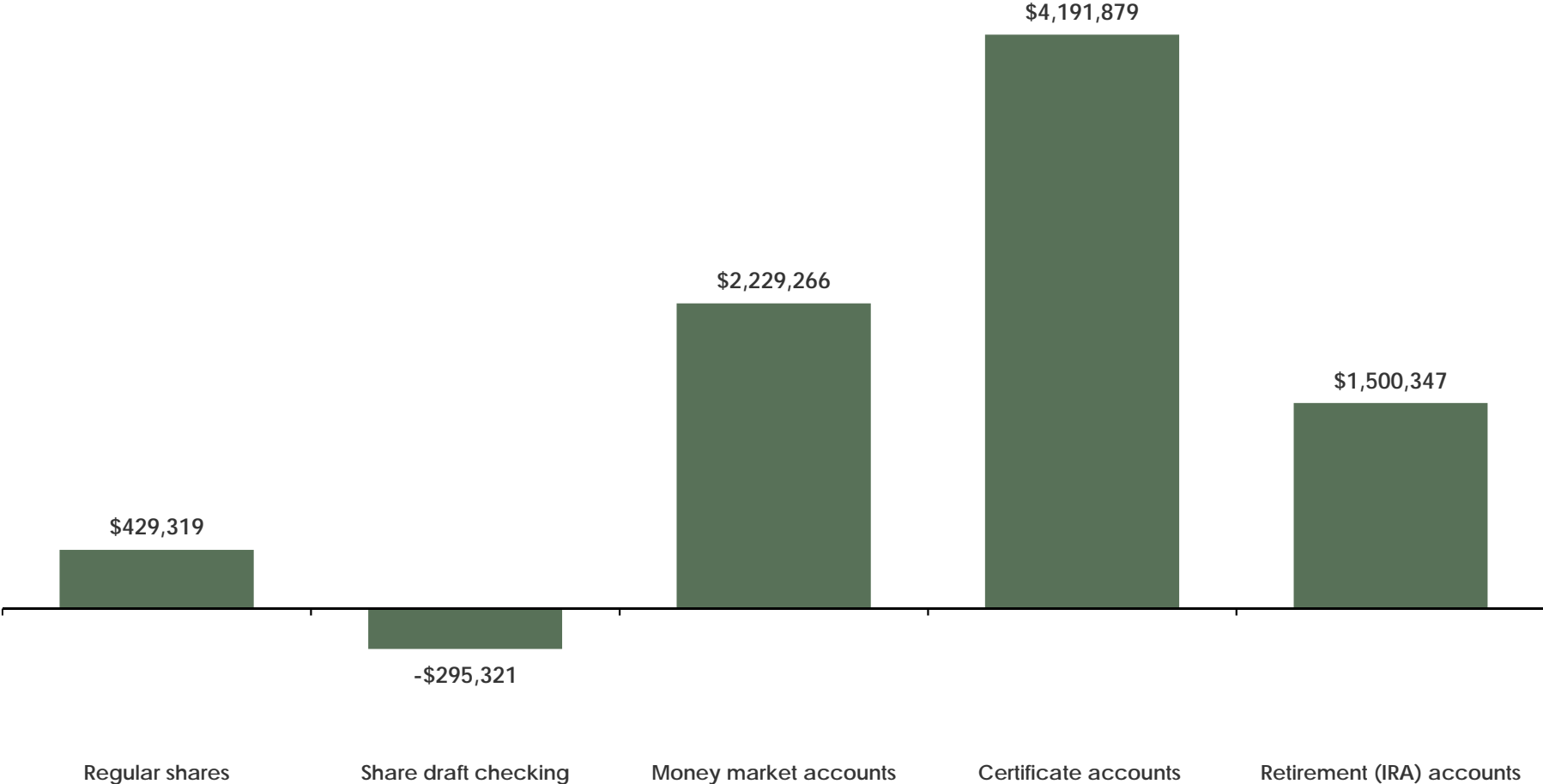
State Credit Union's Total Loan Rate Benefits

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 Georgia Credit Unions June 2017

Loans	Avg. Balance at Credit Unions (1)	Rate Difference vs. Georgia Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	3,010,731,151	-2.17	\$65,453,295
Used car loans	4,182,231,206	-2.44	\$102,046,441
Personal unsecured loans	533,318,121	0.27	-\$1,439,959
5-year adjustable rate 1st mortgage	1,255,347,369	-0.22	\$2,698,997
15-year fixed rate 1st mortgage	1,499,669,178	-0.06	\$839,815
30-year fixed rate 1st mortgage	1,886,856,419	0.03	-\$622,663
Home equity / 2nd mortgage loans	1,001,542,596	-0.58	\$5,788,916
Credit cards	715,841,431	-5.40	\$32,338,137
Interest rebates			\$400
Total CU member benefits arising from lower interest rates on loan products:			\$207,103,379
<i>Savings</i>			
Regular shares	7,155,316,936	0.01	\$429,319
Share draft checking	3,691,507,472	-0.01	-\$295,321
Money market accounts	3,980,832,124	0.06	\$2,229,266
Certificate accounts	2,669,986,838	0.16	\$4,191,879
Retirement (IRA) accounts	1,408,776,893	0.11	\$1,500,347
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$8,055,491
<i>Fee Income</i>			
Total CU member benefit arising from fewer / lower fees:			\$23,784,918
Total CU member benefit arising from interest rates on loans, savings products and lower fees:			\$238,943,789
Total CU member benefit / member:			\$114
Total CU member benefit / member household:			\$217

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

Georgia Credit Union Performance Profile

Demographic Information	Jun 17	Jun 16
Number of branches	406	408
Total assets (\$ mil)	22,841	21,567
Total loans (\$ mil)	15,606	14,021
Total surplus funds (\$ mil)	6,253	6,588
Total savings (\$ mil)	19,641	18,562
Total members (thousands)	2,120	2,106
Growth Rates (Trailing 12 months) *		
Total assets	6.9 %	7.3 %
Total loans	12.4 %	12.7 %
Total surplus funds	-4.3 %	-3.3 %
Total savings	6.9 %	6.4 %
Total members	2.6 %	3.5 %
Earnings - Basis Pts. *		
Yield on total assets	323	319
Dividend / interest cost of assets	34	35
Fee & other income	150	151
Operating expense	322	325
Loss Provisions	43	34
Net Income (ROA) after stabilization exp	74	75
Capital Adequacy		
Net worth / assets	12.0	12.1
Asset Quality *		
Delinquencies / loans	0.4	0.5
Net chargeoffs / average loans	0.6	0.5
Total borrower-bankruptcies	18	19
Bankruptcies per 1000 members	1.0	1.0
Asset/Liability Management		
Loans / savings	79.5	75.5
Loans / assets	68.3	65.0
Long-term assets / assets	28.6	28.1
Core deposits/shares & borrowings	58.0	56.2
Productivity		
Members / potential members	7.3	7.7
Borrowers / members	69.6	68.9
Members / FTE	422	431
Average shares / members (\$)	9,265	8,816
Average loan balances (\$)	10,576	9,662
Salary & Benefits / FTE	72,798	70,402

* 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.