

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 \$530,657,662 in direct financial benefits to the state's 5,709,232 members during the twelve months ending December 2018.

These benefits are equivalent to \$93 per member or \$195 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 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 \$187 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.

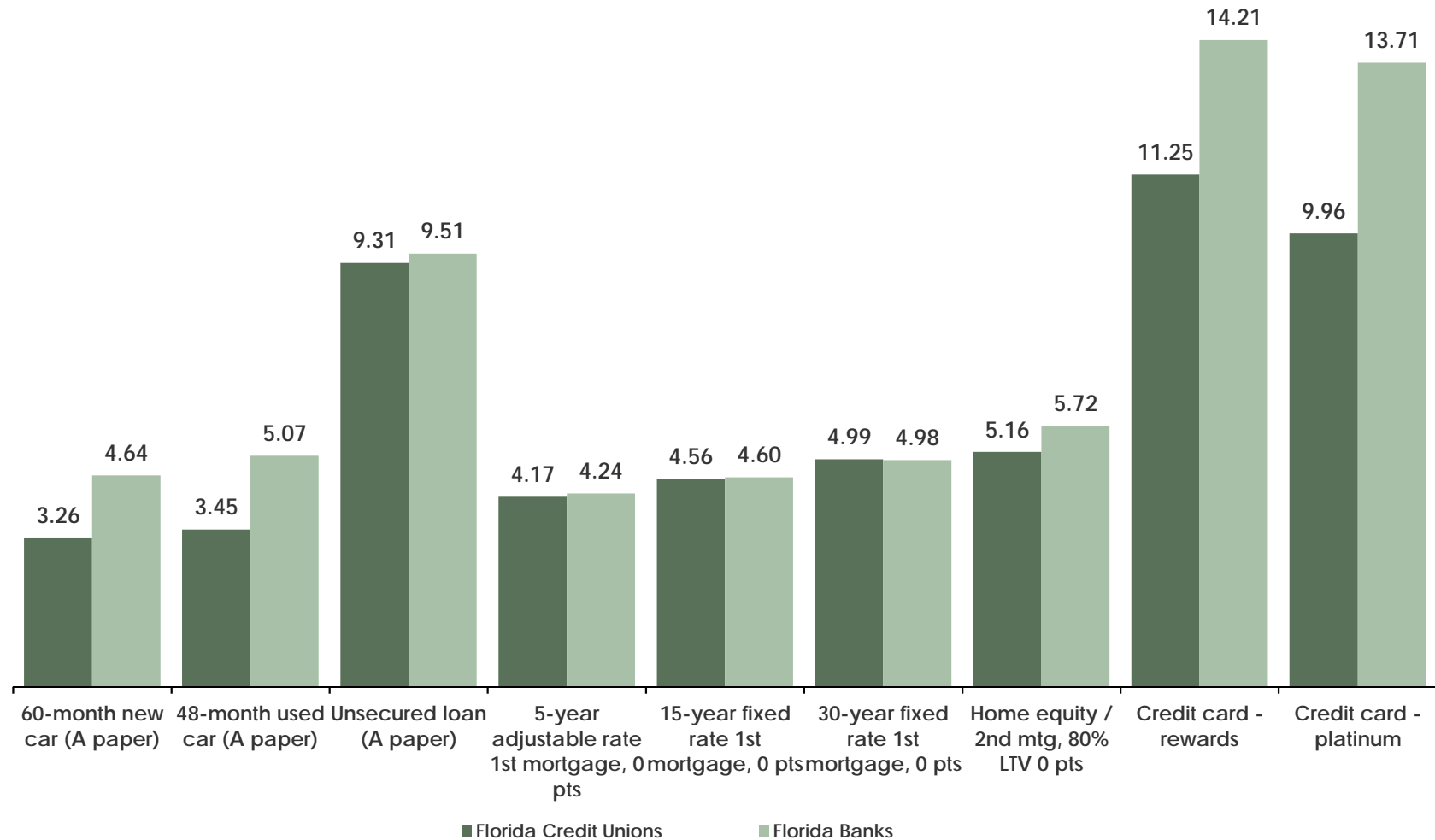
Florida credit unions excel in providing member benefits on many loan and savings products. In particular, Florida credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-fixed rate, first mortgage-adjustable rate,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



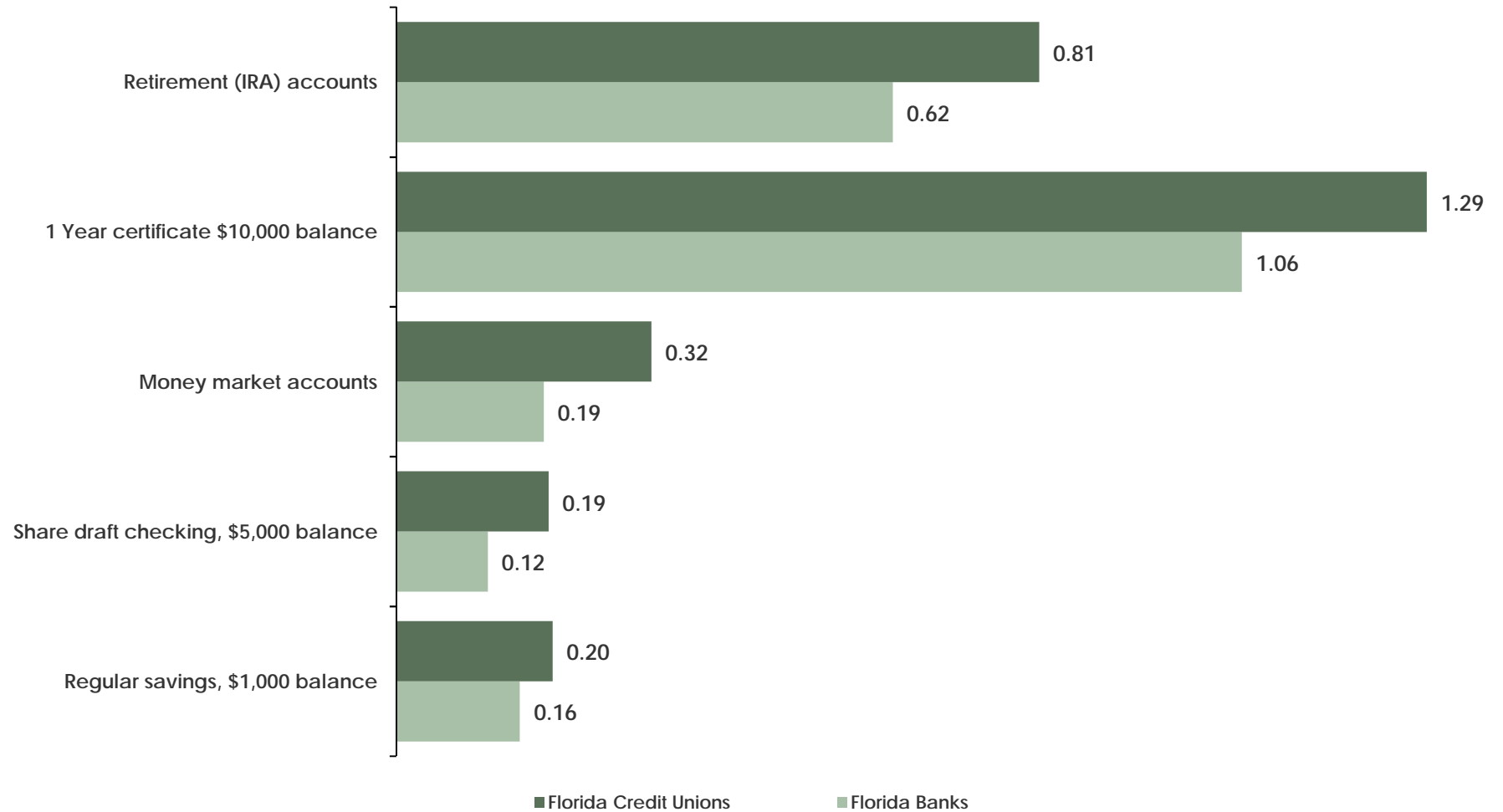
Loan Product Comparative Interest Rates (%)

by Loan Type



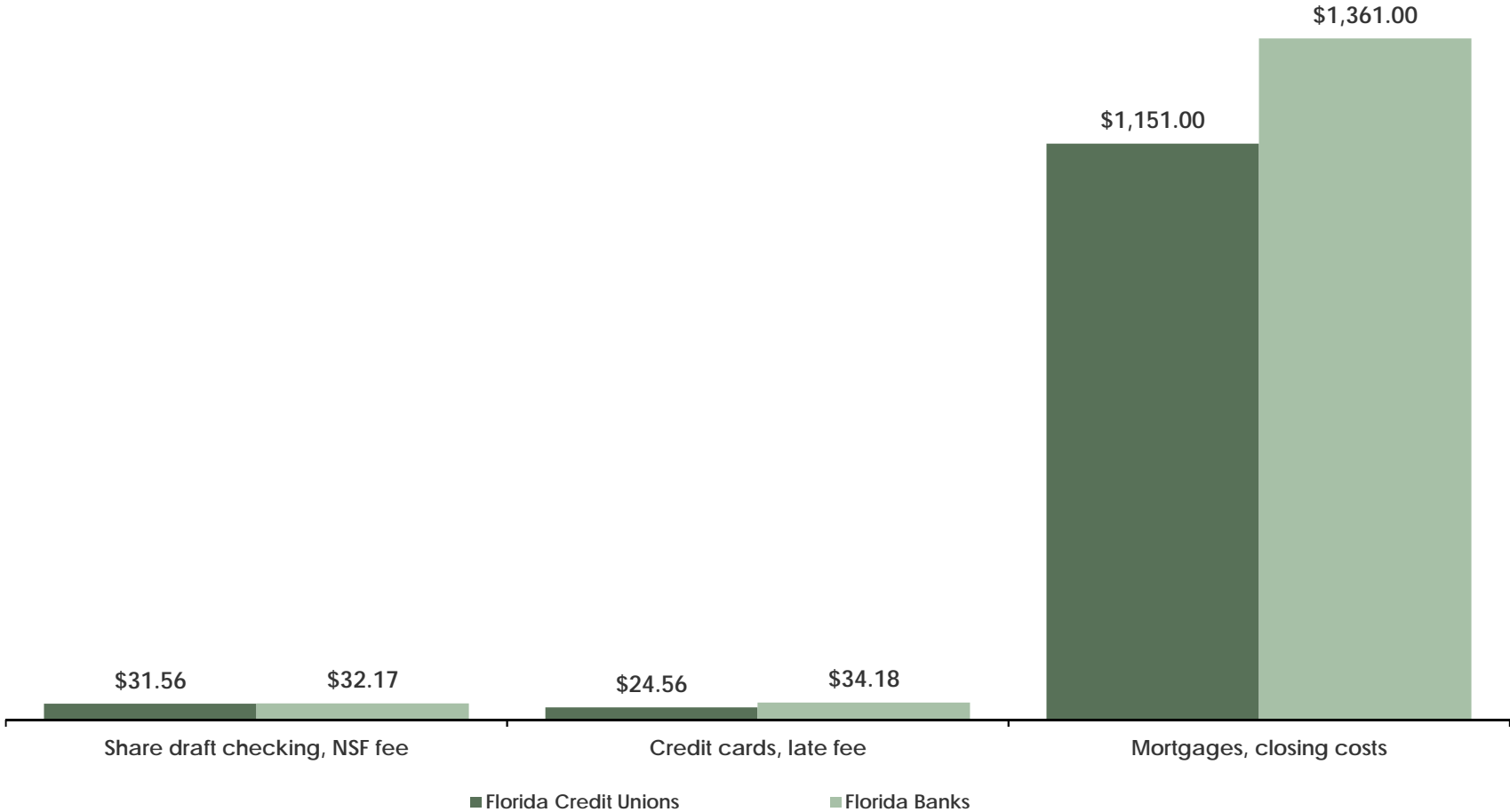
Savings Product Comparative Interest Rates (%)

by Savings Account Type



Comparative Fees

by Type



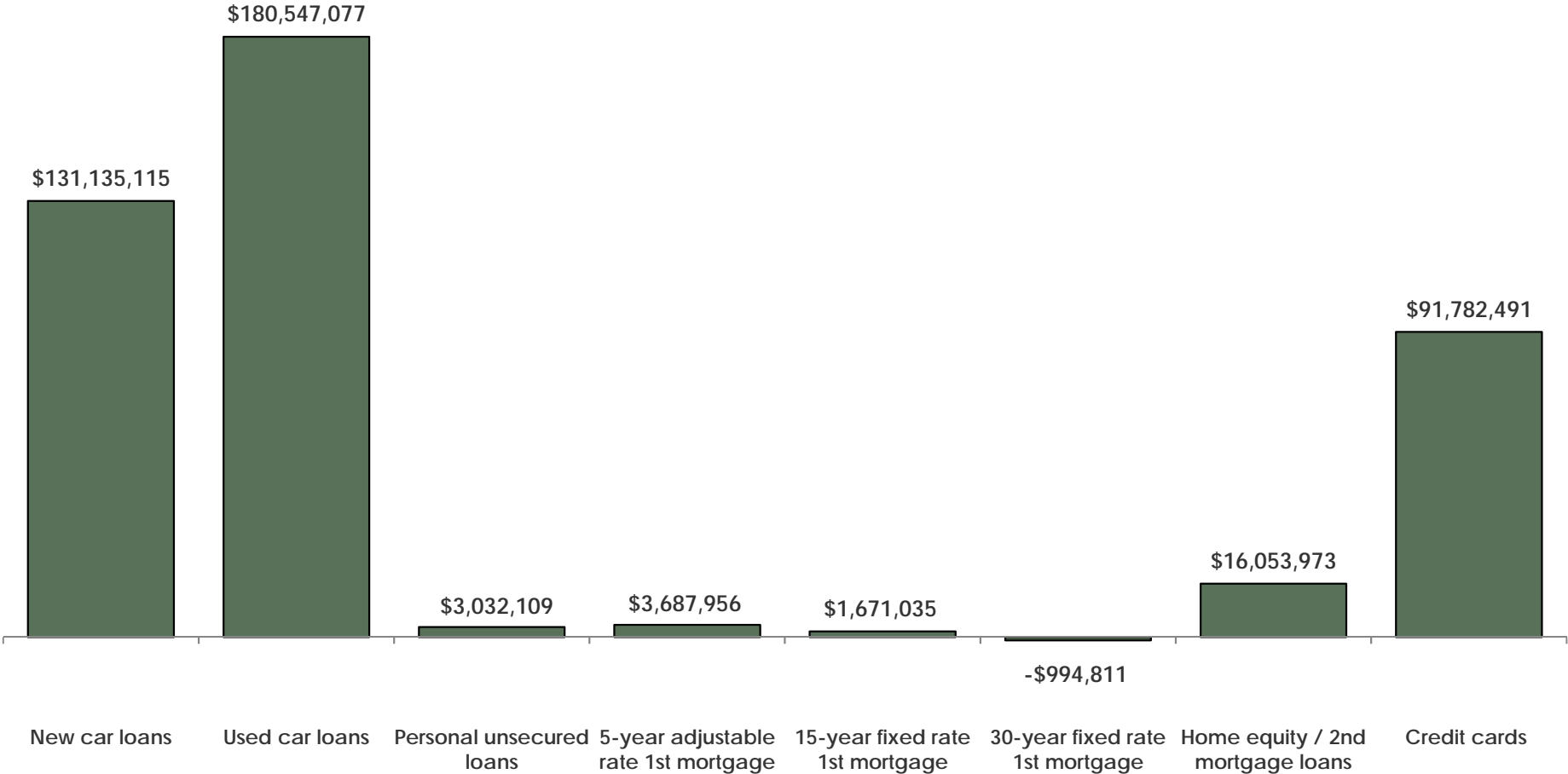
Florida Credit Union and Banking Institution December 2018 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.26	4.64	-1.38
48-month used car (A paper)	3.45	5.07	-1.62
Unsecured loan (A paper)	9.31	9.51	-0.20
5-year adjustable rate 1st mortgage, 0 pts	4.17	4.24	-0.07
15-year fixed rate 1st mortgage, 0 pts	4.56	4.60	-0.04
30-year fixed rate 1st mortgage, 0 pts	4.99	4.98	0.02
Home equity / 2nd mtg, 80% LTV 0 pts	5.16	5.72	-0.57
Credit card - rewards	11.25	14.21	-2.96
Credit card - platinum	9.96	13.71	-3.75
Savings Products			
Regular savings, \$1,000 balance	0.20	0.16	0.04
Share draft checking, \$5,000 balance	0.19	0.12	0.08
Money market accounts	0.32	0.19	0.14
1 Year certificate \$10,000 balance	1.29	1.06	0.23
Retirement (IRA) accounts	0.81	0.62	0.18
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

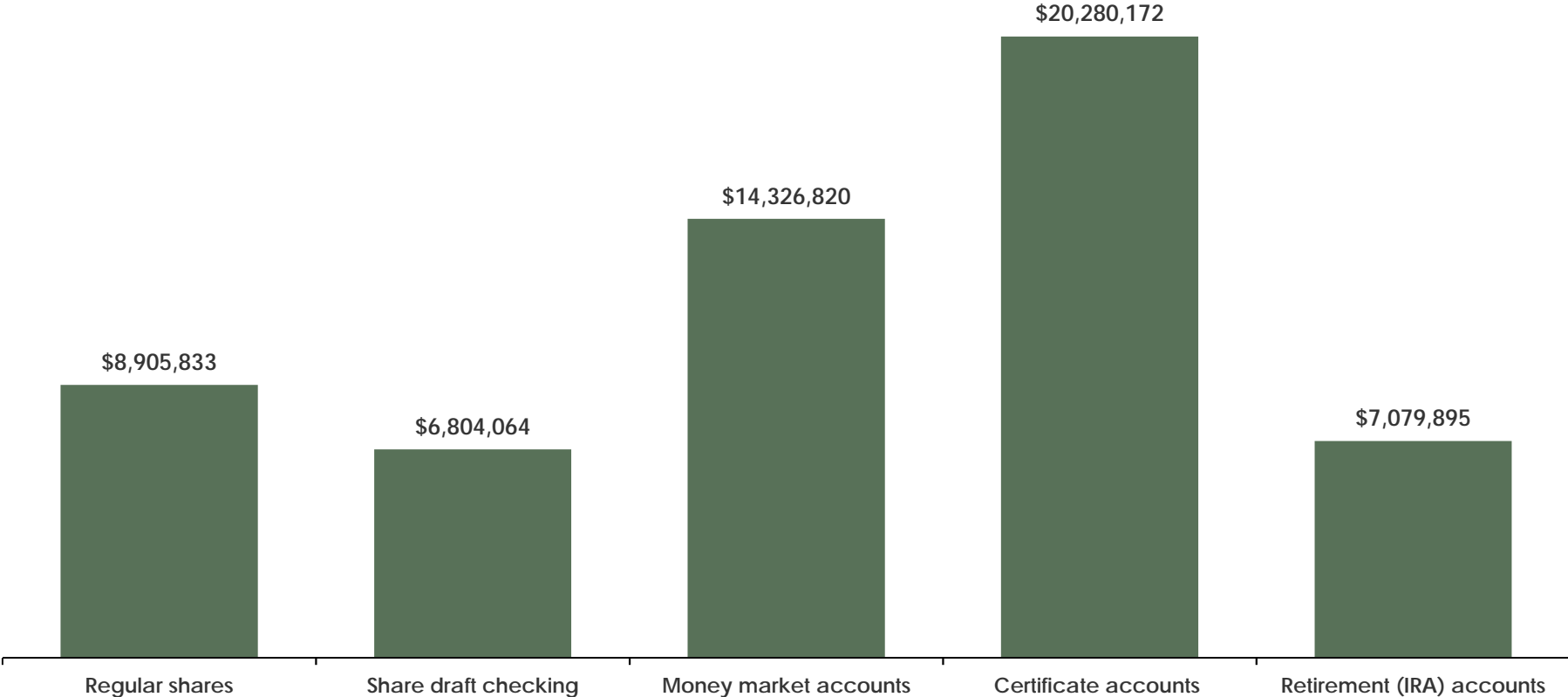
State Credit Union's Total Loan Rate Benefits

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 December 2018

Loans	Avg. Balance at Credit Unions (1)	Rate Difference vs. Florida Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	9,502,544,579	-1.38	\$131,135,115
Used car loans	11,124,280,759	-1.62	\$180,547,077
Personal unsecured loans	1,486,328,063	-0.20	\$3,032,109
5-year adjustable rate 1st mortgage	5,122,160,834	-0.07	\$3,687,956
15-year fixed rate 1st mortgage	4,075,695,456	-0.04	\$1,671,035
30-year fixed rate 1st mortgage	5,851,827,618	0.02	-\$994,811
Home equity / 2nd mortgage loans	2,826,403,712	-0.57	\$16,053,973
Credit cards	2,908,651,289	-2.96	\$91,782,491
Interest rebates			\$141,234
Total CU member benefits arising from lower interest rates on loan products:			\$427,056,180
<i>Savings</i>			
Regular shares	21,721,543,396	0.04	\$8,905,833
Share draft checking	8,952,716,250	0.08	\$6,804,064
Money market accounts	10,612,459,467	0.14	\$14,326,820
Certificate accounts	8,741,453,485	0.23	\$20,280,172
Retirement (IRA) accounts	3,858,253,324	0.18	\$7,079,895
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$57,396,784
<i>Fee Income</i>			
Total CU member benefit arising from fewer / lower fees:			\$46,204,697
Total CU member benefit arising from interest rates on loans, savings products and lower fees:			\$530,657,662
Total CU member benefit / member:			\$93
Total CU member benefit / member household:			\$195

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of December 2018 and December 2017, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

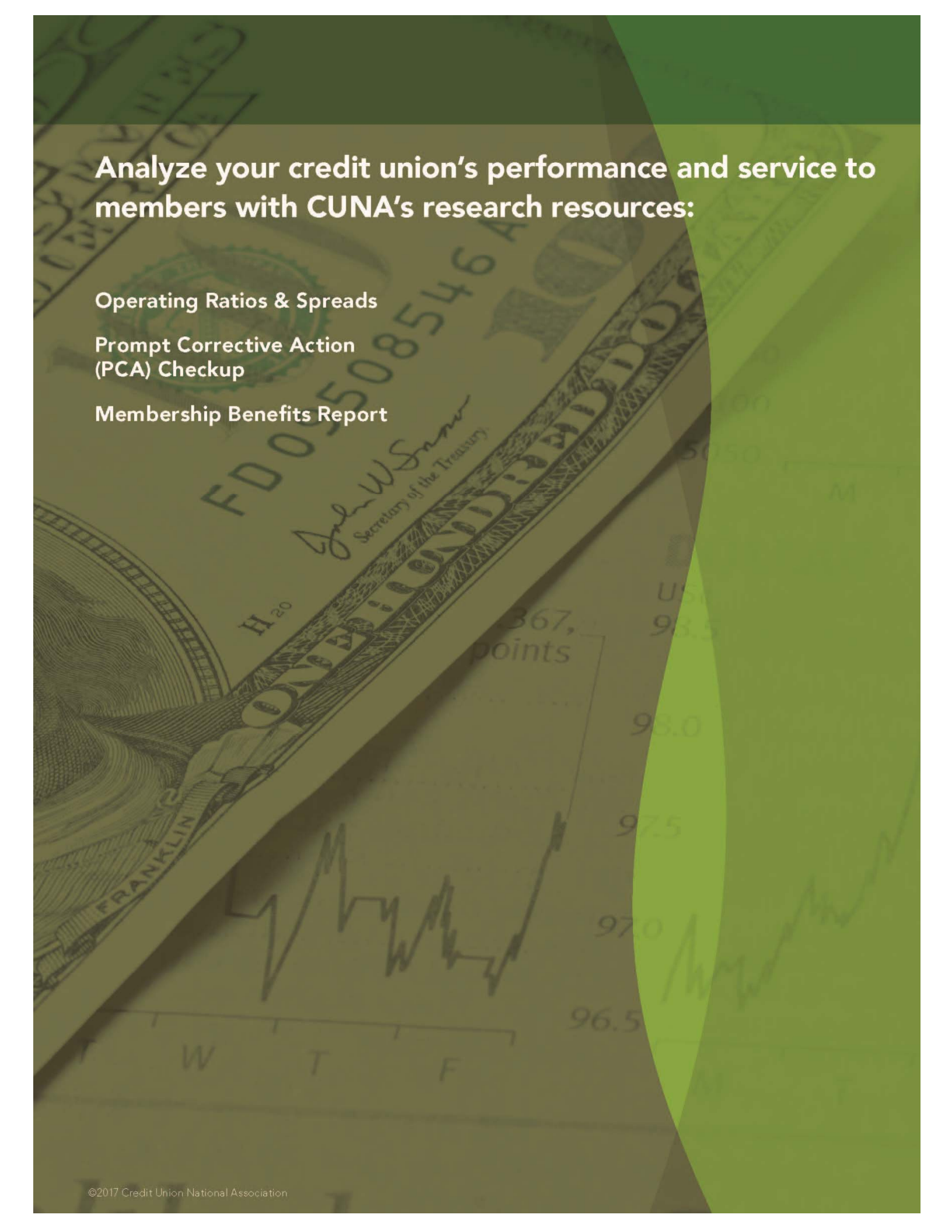
Membership Benefits Report

CUNA Economics and Statistics

Florida Credit Union Performance Profile

Demographic Information	Dec 18	Dec 17
Number of branches	979	972
Total assets (\$ mil)	66,984	62,723
Total loans (\$ mil)	47,144	42,671
Total surplus funds (\$ mil)	16,674	17,052
Total savings (\$ mil)	56,410	53,264
Total members (thousands)	5,840	5,581
Growth Rates (Trailing 12 months) *		
Total assets	6.8 %	7.2 %
Total loans	10.5 %	11.1 %
Total surplus funds	-2.2 %	-1.1 %
Total savings	5.9 %	7.1 %
Total members	4.7 %	4.0 %
Earnings - Basis Pts. *		
Yield on total assets	358	334
Dividend / interest cost of assets	54	45
Fee & other income	171	169
Operating expense	334	334
Loss Provisions	47	45
Net Income (ROA) after stabilization exp	94	79
Capital Adequacy		
Net worth / assets	11.0	10.8
Asset Quality *		
Delinquencies / loans	0.6	0.7
Net chargeoffs / average loans	0.6	0.6
Total borrower-bankruptcies	61	53
Bankruptcies per 1000 members	1.4	1.3
Asset/Liability Management		
Loans / savings	83.6	80.1
Loans / assets	70.4	68.0
Long-term assets / assets	27.5	27.4
Core deposits/shares & borrowings	55.8	55.8
Productivity		
Members / potential members	2.6	3.0
Borrowers / members	58.3	58.1
Members / FTE	380	380
Average shares / members (\$)	9,660	9,544
Average loan balances (\$)	13,849	13,166
Salary & Benefits / FTE	70,512	68,775

* 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