

CUNA Orange County's Credit Union

# MEMBERSHIP BENEFITS REPORT

## Orange County's Credit Union

### *The Benefits of Membership*

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

The Credit Union National Association (CUNA) estimates that Orange County's Credit Union provided \$19,963,646 in direct financial benefits to its 125,739 members during the twelve months ending December 2022 <sup>(1)</sup>.

**These benefits are equivalent to \$159 per member or \$333 per member household <sup>(2)</sup>.**

The per-member and per-household member benefits delivered by Orange County's Credit Union are substantial. But, these benefits are reported as averages. Mathematically, that means the total benefits you provide are divided across all members (or all member households) - even those who conduct very little financial business with the credit union.

For example, financing a \$30,000 new automobile for 60 months at Orange County's Credit Union will save members an average \$140 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$700 in savings over 5 years.

Further, loyal members<sup>(3)</sup> - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

CUNA estimates that Orange County's Credit Union provided loyal high-use member households \$1960 in direct financial benefits during the twelve month period.

Orange County's Credit Union excels in providing member benefits in many loan and savings products. In particular, Orange County's Credit Union offers lower loan rates on the following accounts: new car loans, used car loans, first mortgage-adjustable rate, home equity loans, credit cards loans.

Orange County's Credit Union also pays its members higher dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



**Member Benefit Marketing Toolkit**  
Show members how much you save them!  
[www.datatrac.net/memberbenefits](http://www.datatrac.net/memberbenefits)  
Website Widgets • Facebook App  
Digital Lobby Graphics • Member Handouts

**MEMBER BENEFIT MARKETING TOOLS**

Source: Datatrac, NCUA, and CUNA.

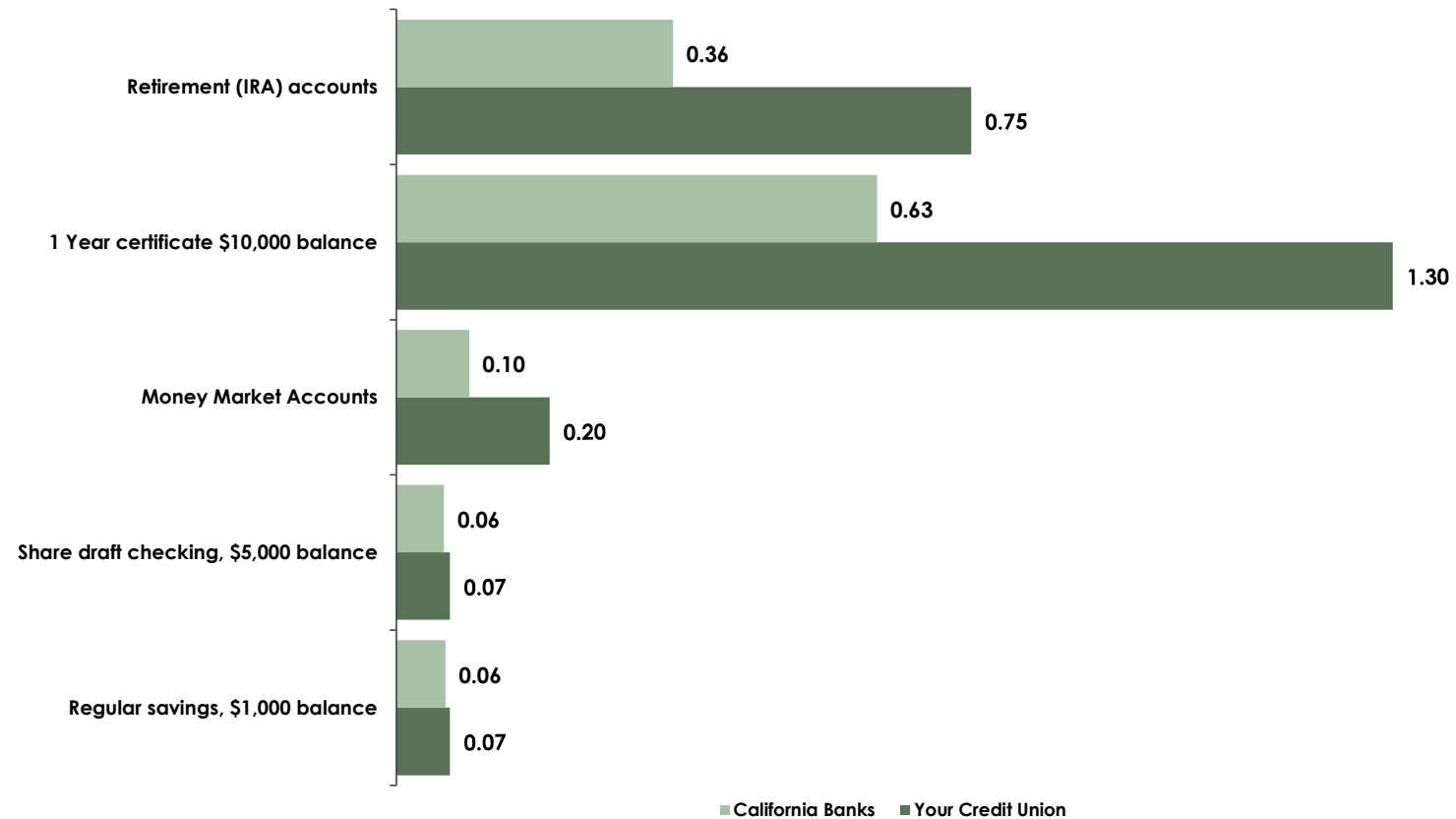
(1) Rates and fees as of 4/18/2023.

(2) Assumes 2.1 credit union members per household.

(3) A "loyal member" is assumed to have a \$30,000, 60-month new auto loan, a classic credit card with an average balance of \$5,000, a \$200,000, 30-year fixed rate mortgage (a 30-year fixed rate mortgage is replaced with a 5-year adjustable rate mortgage if it yields a greater benefit as it is assumed more in demand), \$5,000 in an interest-bearing checking account, \$10,000 in a one-year certificate account, and \$2,500 in a money market account.

## Savings Product Comparative Interest Rates (%)

### by Savings Account Type

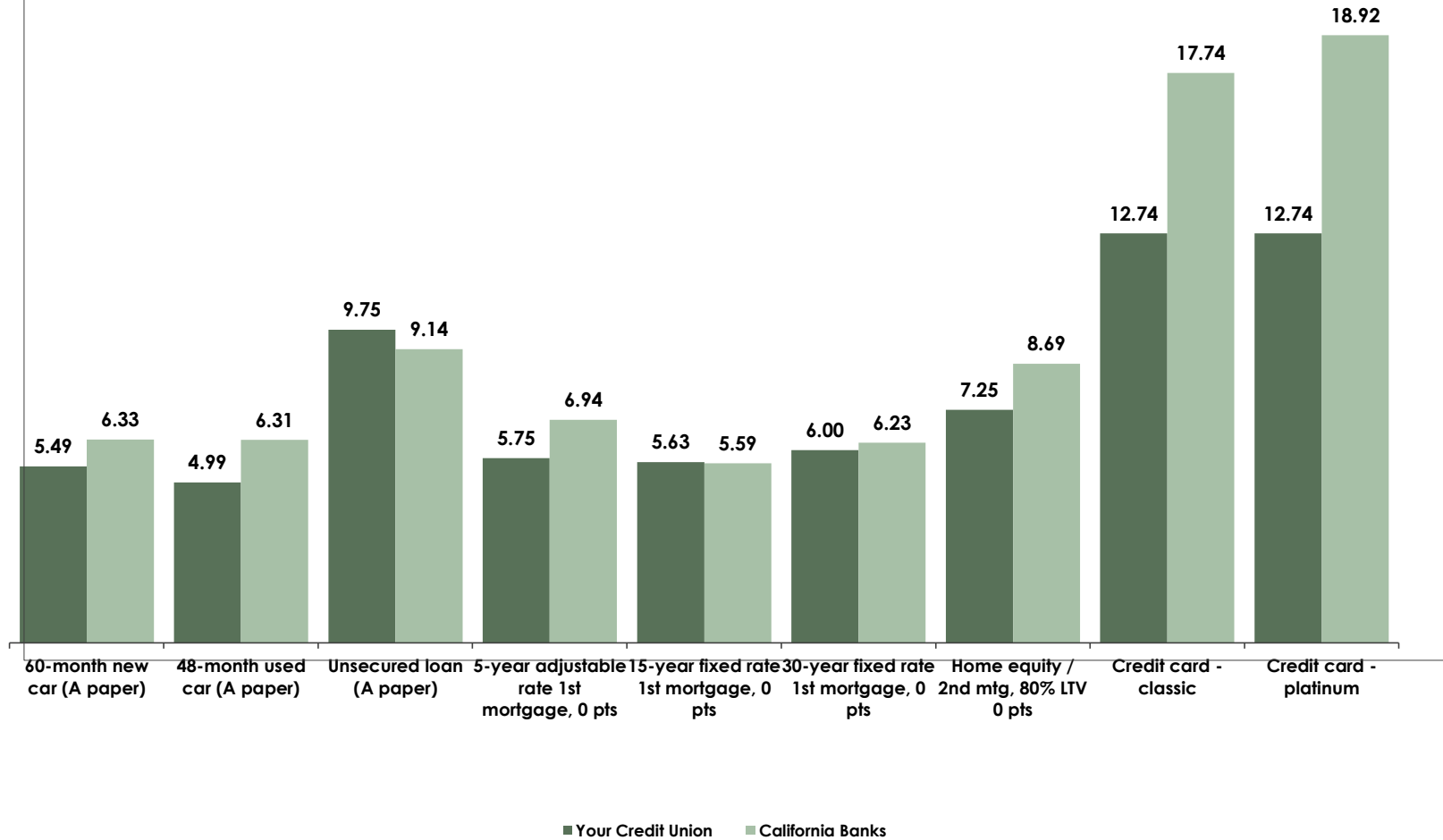


# Membership Benefits Report

CUNA Economics and Statistics

## Loan Product Comparative Interest Rates (%)

by Loan Type

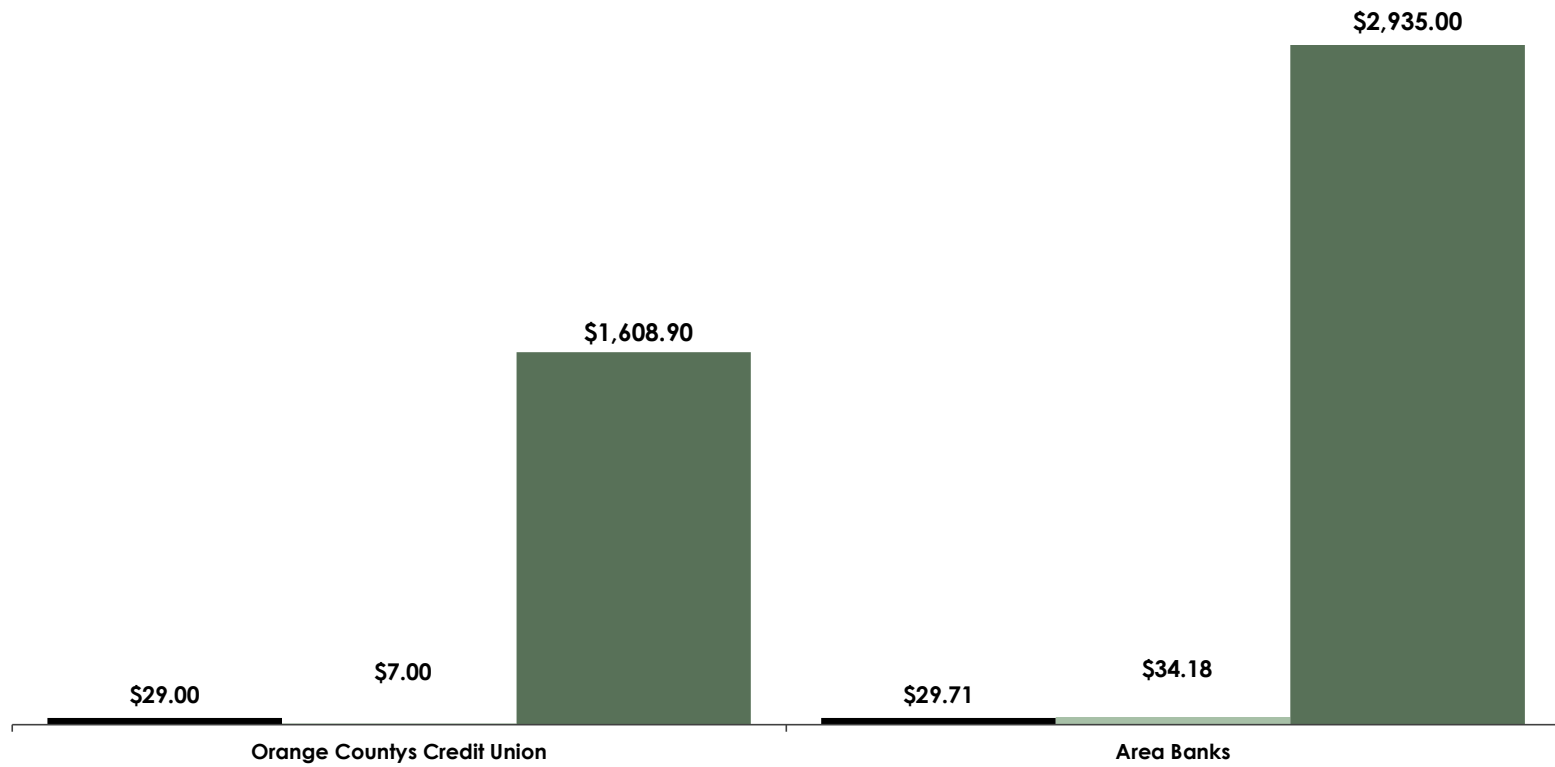


# Membership Benefits Report

CUNA Economics and Statistics

## Comparative Fees

by Type



■ Share draft checking, NSF fee ■ Credit cards, late fee ■ Mortgages, closing costs

## Interest Rates at Orange Countys Credit Union and Banking Institutions in California

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	5.49	6.33	-0.84
48-month used car (A paper)	4.99	6.31	-1.32
Unsecured loan (A paper)	9.75	9.14	0.61
5-year adjustable rate 1st mortgage, 0 pts	5.75	6.94	-1.19
15-year fixed rate 1st mortgage, 0 pts	5.63	5.59	0.04
30-year fixed rate 1st mortgage, 0 pts	6.00	6.23	-0.23
Home equity / 2nd mtg, 80% LTV 0 pts	7.25	8.69	-1.44
Credit card - classic	12.74	17.74	-5.00
Credit card - platinum	12.74	18.92	-6.18
<b>Savings Products</b>			
Regular savings, \$1,000 balance	0.07	0.06	0.01
Share draft checking, \$5,000 balance	0.07	0.06	0.01
Money Market Accounts	0.20	0.10	0.11
1 Year certificate \$10,000 balance	1.30	0.63	0.67
Retirement (IRA) accounts	0.75	0.36	0.39
<b>Fee Income</b>			
Share draft checking, NSF fee	\$29.00	\$29.71	-\$0.71
Credit cards, late fee	\$7.00	\$34.18	-\$27.18
Mortgages, closing costs	\$1,608.90	\$2,935.00	-\$1,326.10

\*Rates and fees as of 4/18/2023. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

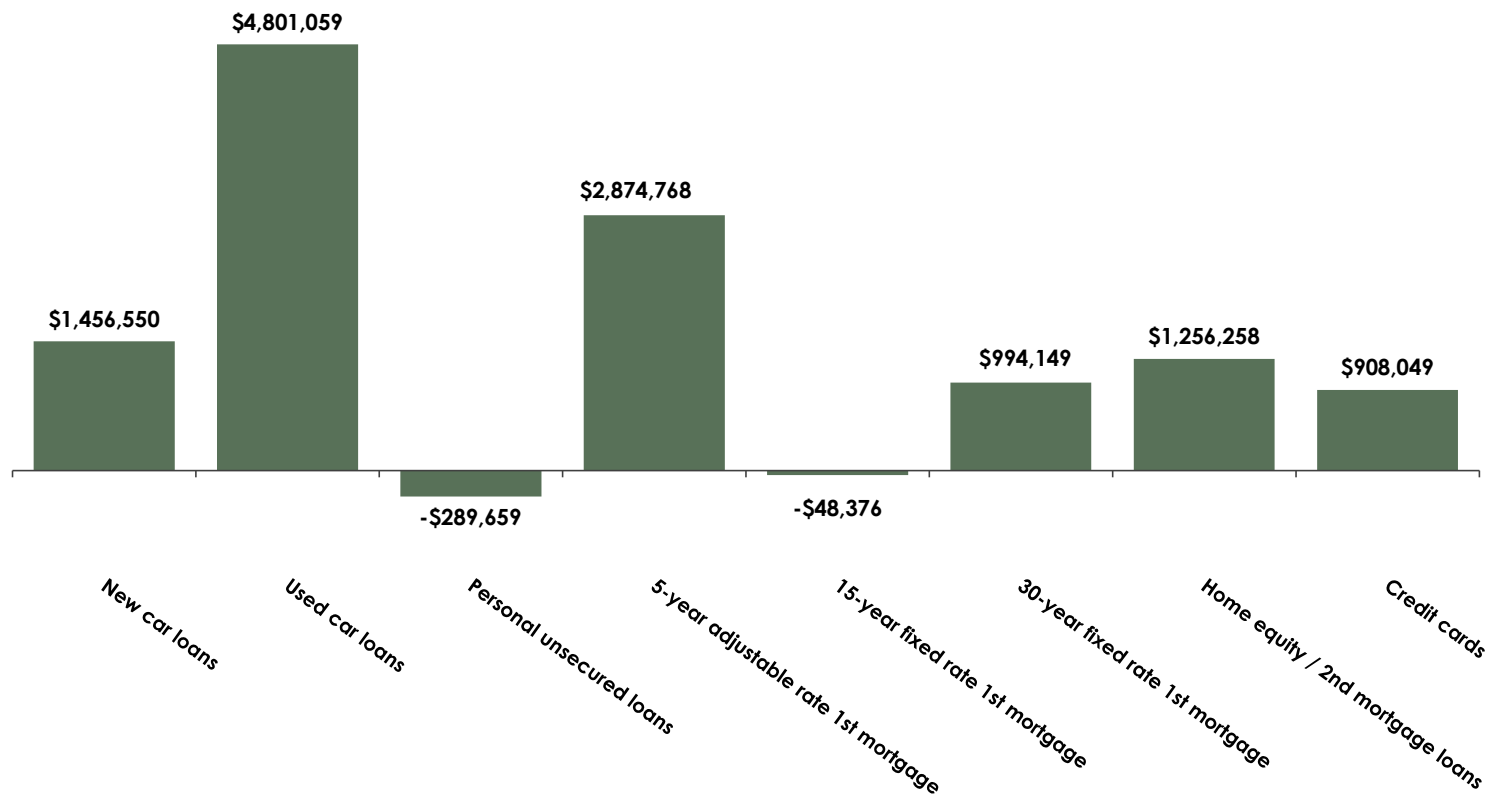


# Membership Benefits Report

CUNA Economics and Statistics

## Your Credit Union's Total Loan Rate Benefits

by Loan Type

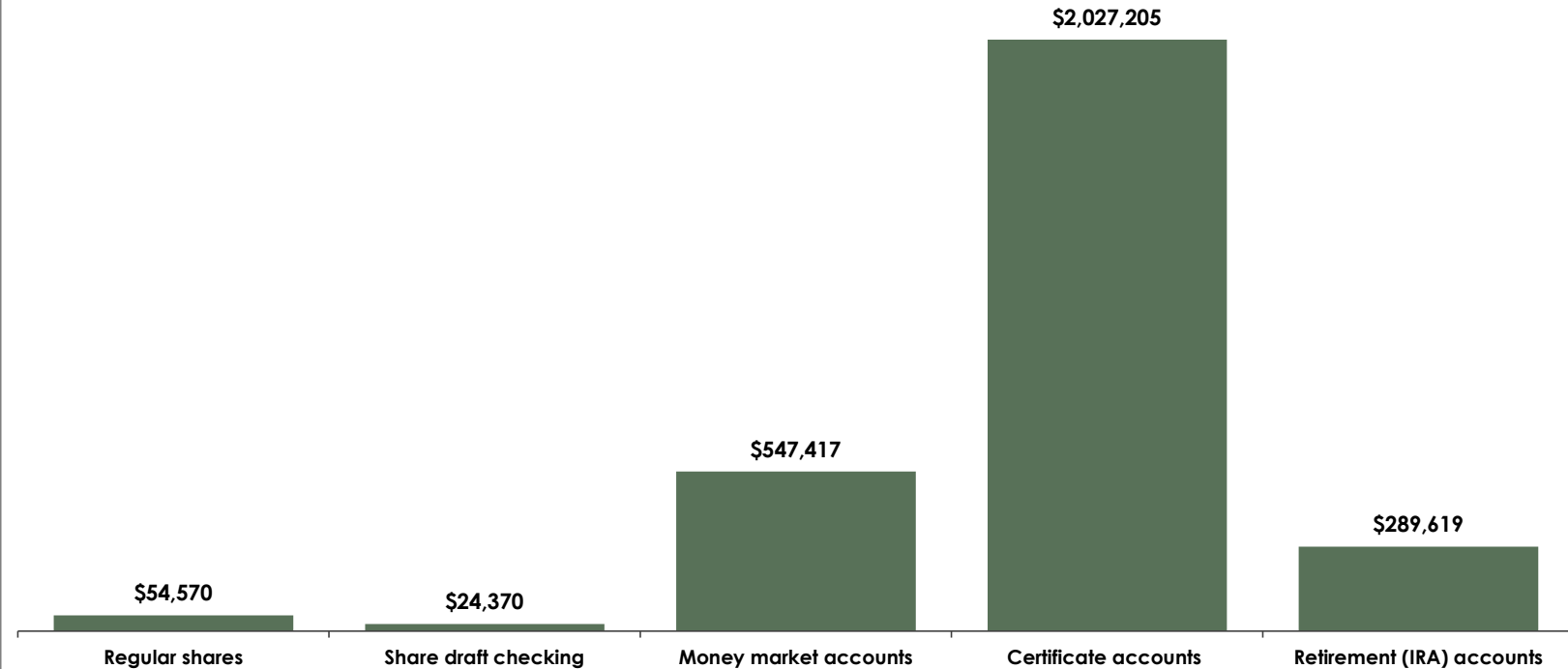


# Membership Benefits Report

CUNA Economics and Statistics

## Your Credit Union's Total Savings Dividend Benefits

Compared to Banking Institutions in Your State  
by Account Type

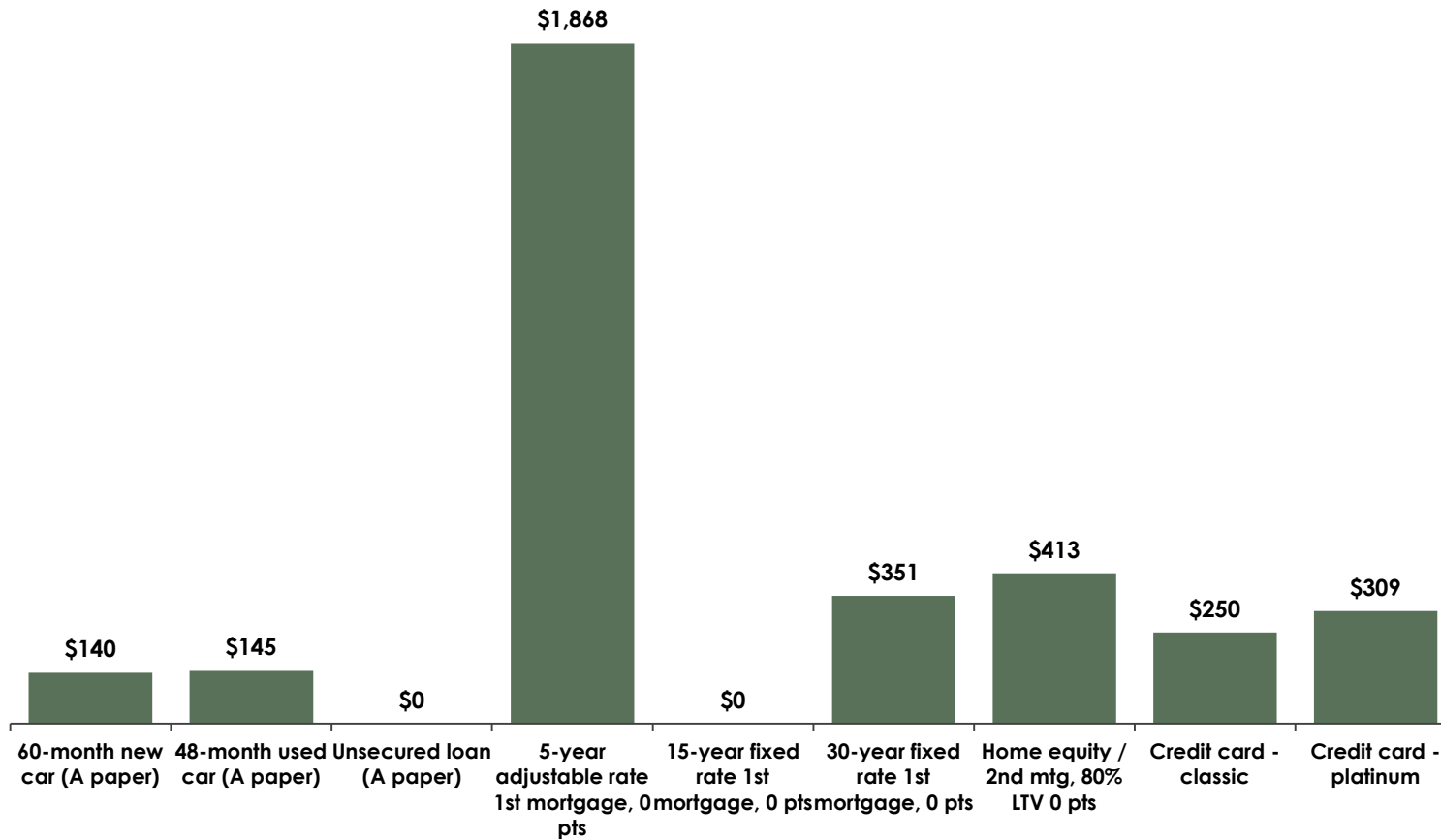




# Membership Benefits Report

CUNA Economics and Statistics

## Annual Member Benefit of Loan Products with Various Terms



Terms on loan products included are as follows:

New Car: \$30,000; Used Car: \$20,000; Unsecured Loan: \$10,000 (5 years)

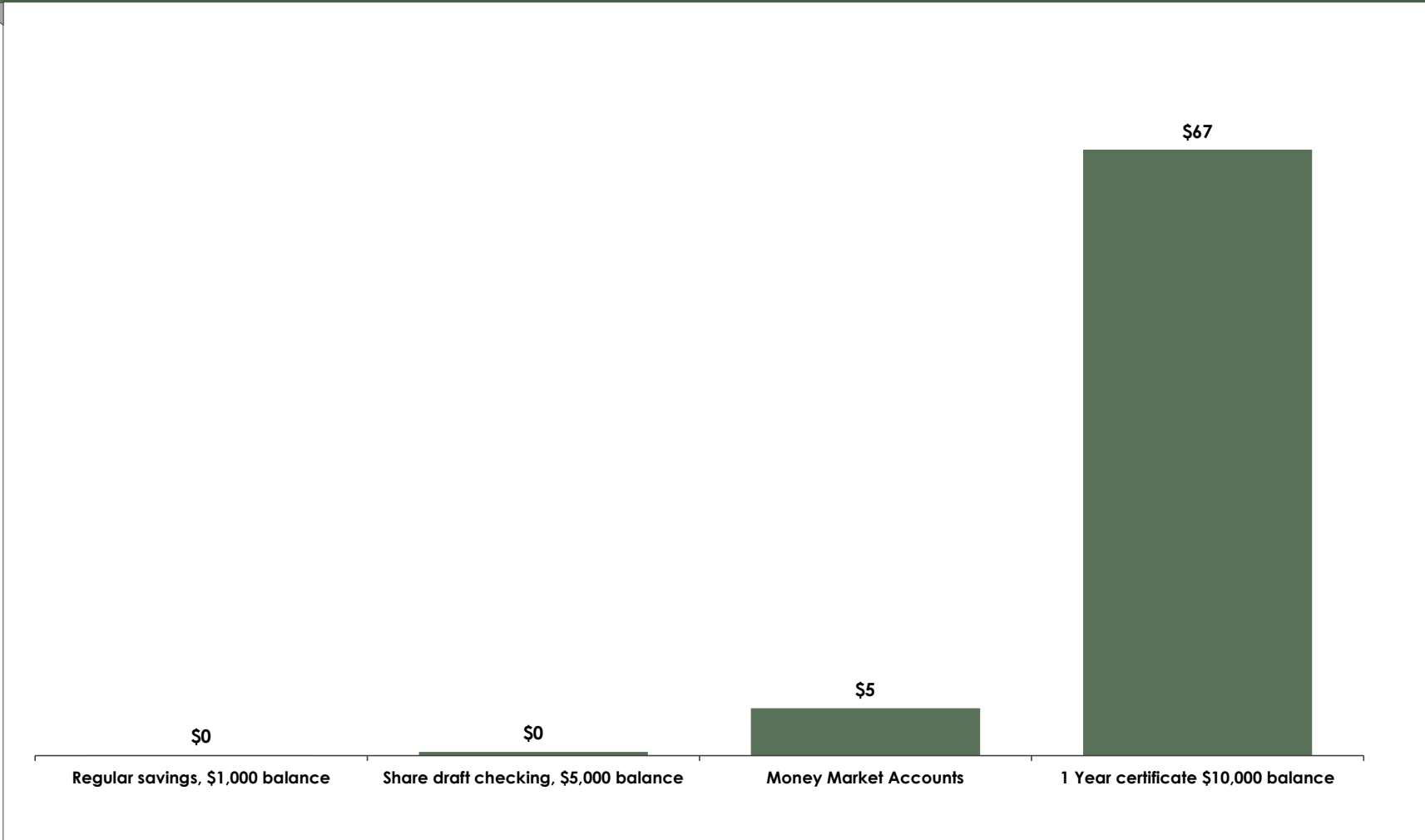
5 Year Adj: \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000

Home Equity: \$50,000; Classic Credit Card: \$10,000; Gold Credit Card: \$10,000

# Membership Benefits Report

CUNA Economics and Statistics

## Annual Member Benefit on Savings Products with Various Terms



# Membership Benefits Report

CUNA Economics and Statistics

## Estimated Financial Benefits for Orange County's Credit Union

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. California Banks (%) (2)	Financial Benefit to Your Members
New car loans	173,605,504	-0.84	\$1,456,550
Used car loans	362,891,841	-1.32	\$4,801,059
Personal unsecured loans	47,719,796	0.61	-\$289,659
5-year adjustable rate 1st mortgage	241,171,798	-1.19	\$2,874,768
15-year fixed rate 1st mortgage	138,216,879	0.04	-\$48,376
30-year fixed rate 1st mortgage	439,888,879	-0.23	\$994,149
Home equity / 2nd mortgage loans	87,300,789	-1.44	\$1,256,258
Credit cards	17,151,604	-5.00	\$908,049
Interest rebates			\$0
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$11,952,798</b>
Savings			
Regular shares	909,503,101	0.01	\$54,570
Share draft checking	304,630,114	0.01	\$24,370
Money market accounts	521,349,698	0.11	\$547,417
Certificate accounts	301,219,227	0.67	\$2,027,205
Retirement (IRA) accounts	74,452,096	0.39	\$289,619
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on savings products:</b>			<b>\$2,943,182</b>
Fee Income			
<b>Total CU member benefit arising from fewer/lower fees:</b>			<b>\$5,067,666</b>
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			<b>\$19,963,646</b>
<b>Total CU member benefit / member:</b>			<b>\$159</b>
<b>Total CU member benefit / member household:</b>			<b>\$333</b>

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of December 2022 and December 2021 according to the NCUA call report.

(2) Rates and fees as of 4/18/2023. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

# *Certificate of Excellence*

*is hereby granted to:*

## **Orange Countys Credit Union**

*The Credit Union National Association has determined that Orange Countys Credit Union provided \$19,963,646 in direct financial benefits to its 125,739 members during the twelve months ending in December 2022. These benefits are equivalent to approximately \$333 per member household.*

*Orange Countys Credit Union provided loyal high-use member households \$1,960 in direct financial benefits.*

*Credit unions generally provide financial benefits to members by charging less for loans, paying more on deposits and charging fewer/lower fees compared to banking institutions.*



## Orange Countys Credit Union Performance Profile

Demographic Information	Dec 22	Dec 21
Number of branches	10	10
Total assets (\$ mil)	2,496	2,365
Total loans (\$ mil)	1,824	1,469
Total surplus funds (\$ mil)	545	756
Total savings (\$ mil)	2,107	2,115
Total members (thousands)	128	123
Growth Rates (Year-to-date)		
Total assets	5.6 %	9.7 %
Total loans	24.1 %	16.4 %
Total surplus funds	-27.9 %	0.7 %
Total savings	-0.4 %	11.2 %
Total members	4.4 %	3.3 %
Earnings - Basis Pts.		
Yield on total assets	278	235
- Dividend/interest cost of assets	24	26
+ Fee & other income	106	119
- Operating expense	267	269
- Loss Provisions	16	1
= Net Income (ROA)	77	58
Capital adequacy		
Net worth / assets	10.3	8.6
Asset quality		
Delinquencies / loans	0.3	0.3
Net chargeoffs / average loans	0.1	0.1
Total borrower-bankruptcies		102
Bankruptcies per 1000 members		0.8
Asset/Liability Management		
Loans / savings	86.6	69.5
Loans / assets	73.1	62.1
Long-term assets / assets	32.5	28.7
Core deposits/shares & borrowings	58.4	56.0
Productivity		
Members/potential members	0.7	0.7
Borrowers/members	41.9	45.4
Members/FTE	396	389
Average shares/members (\$)	16,408	17,189
Average loan balances (\$)	33,874	26,282
Salary & Benefits/FTE	116,592	114,480



Transform member benefits into new business with a **Member Benefit Marketing Toolkit**

The Credit Union National Association (CUNA) and Datatrac have teamed up to bring you the analysis in this report. Member Benefit Marketing Tools provides you with practical applications for using data in this report to show members how much you save them, drive in new members, generate more loans and attract bigger deposits.

**Member Benefit Marketing Tools** prove to new and existing members:

- How much you saved your entire membership last year in interest and fees compared to the competition
- How much they will save on their next loan with you
- How much more they will earn on their deposits with you

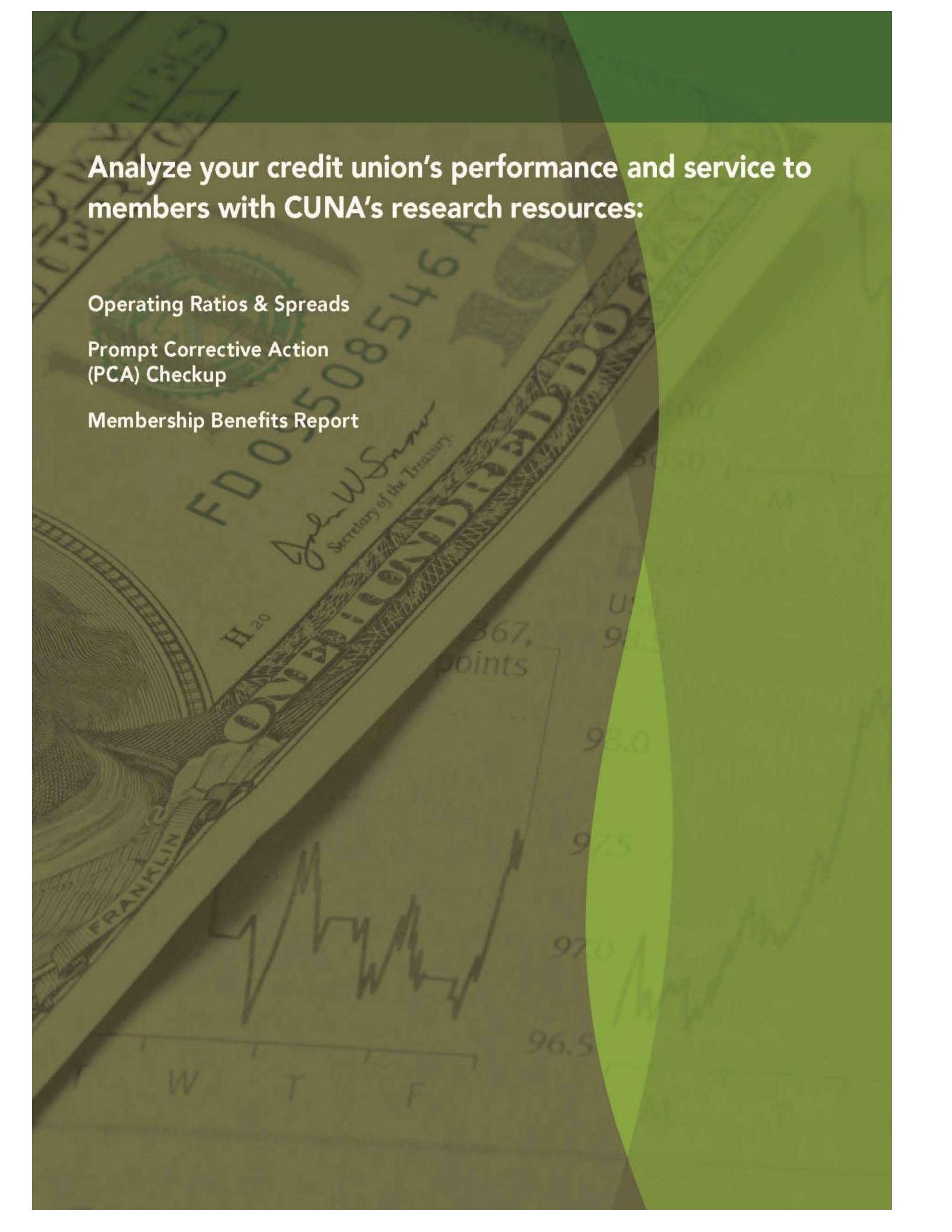
**Member Benefit Marketing Toolkits** include:

- Lead generation for loans, deposits and new members
- Competitive comparison widgets for your website
- Facebook app
- Animated graphics for branch lobby digital displays
- Proof Points for use in marketing collateral
- Award Certification & Trophy
- Press releases
- Newsletter copy
- Member handouts
- Subscription to the CUNA Member Benefits Report

Visit [www.datatrac.net/memberbenefits](http://www.datatrac.net/memberbenefits) to see live examples, schedule a demo and receive a free competitive analysis.

Show members how much you save them with **Member Benefits Marketing Tools**





**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**