

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 \$589,765,689 in direct financial benefits to the state's 5,837,591 members during the twelve months ending June 2019.

**These benefits are equivalent to \$101 per member or \$212 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 \$190 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.

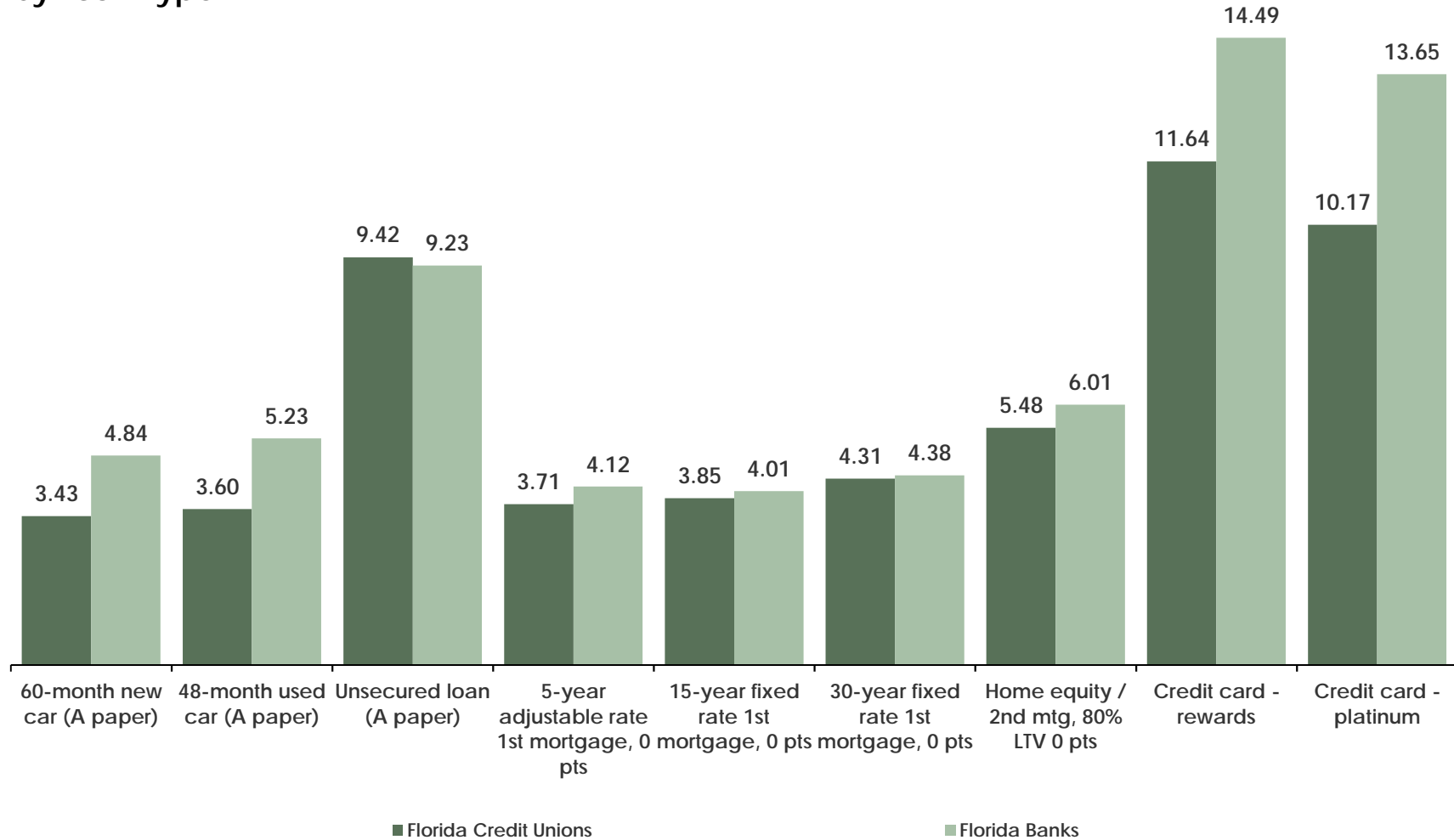
Florida credit unions excel in providing member benefits on many loan and savings products. In particular, Florida credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, first mortgage-fixed rate, first mortgage-adjustable rate, home equity loans, credit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



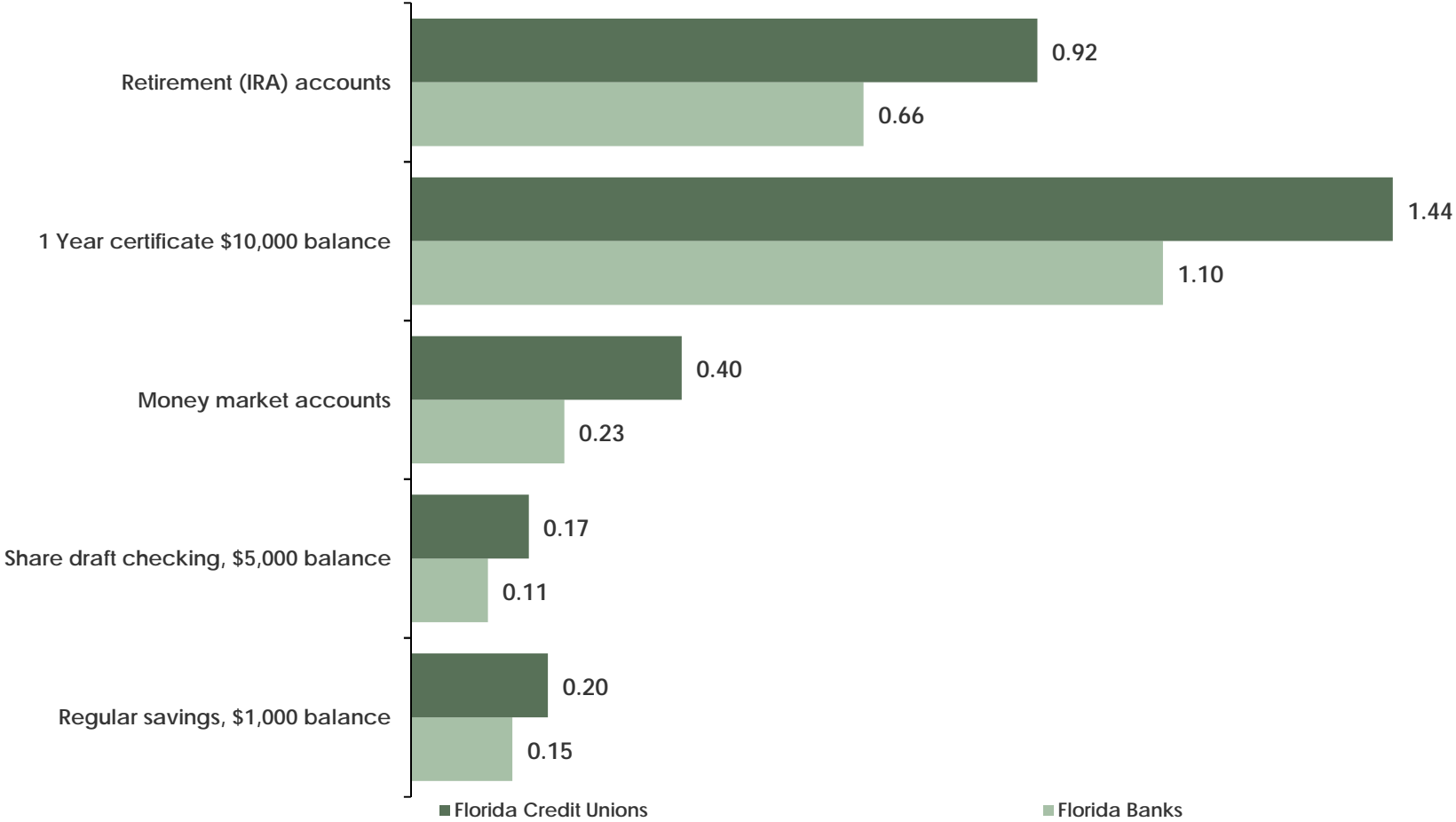
## Loan Product Comparative Interest Rates (%)

by Loan Type



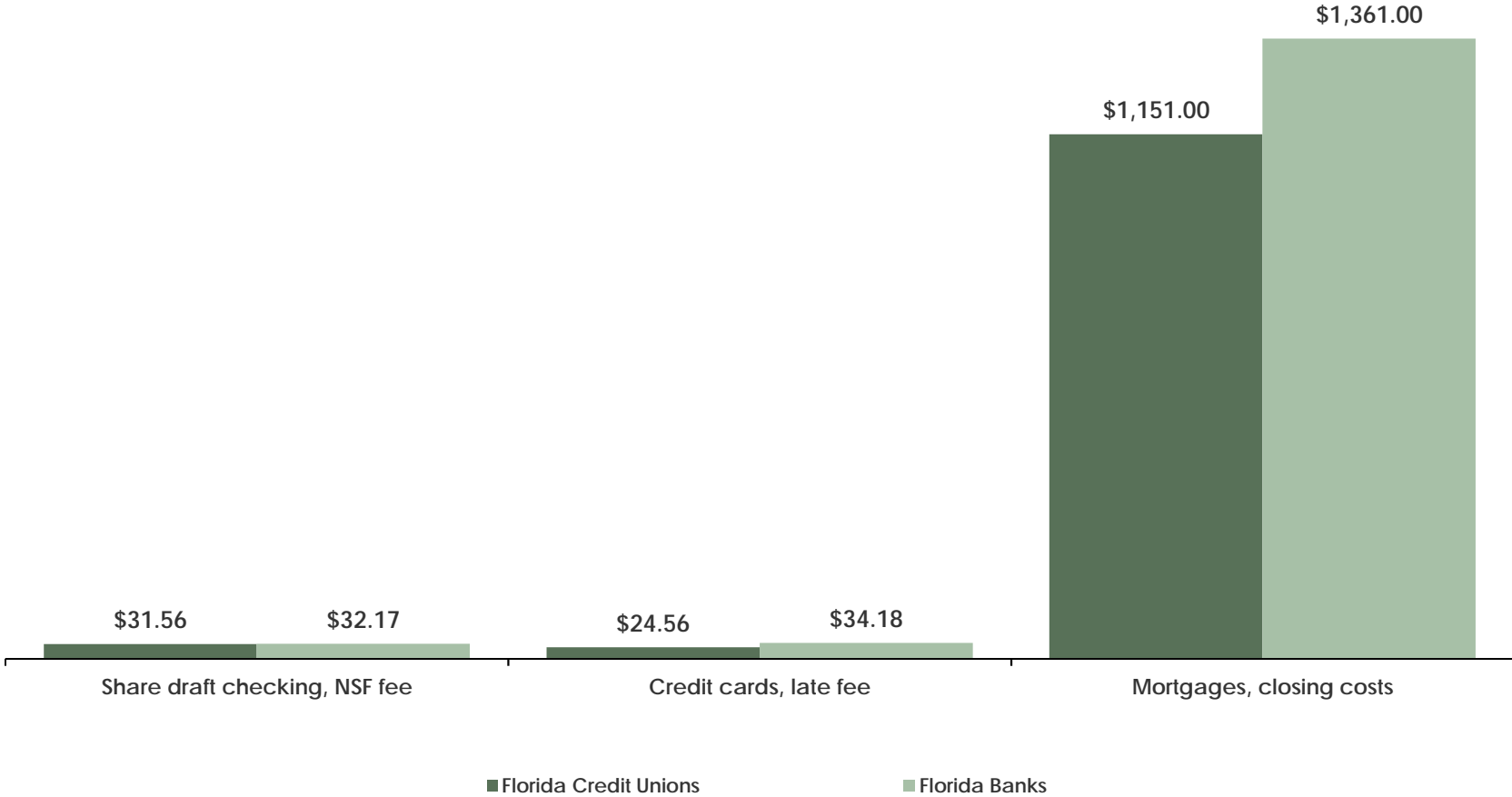
### Savings Product Comparative Interest Rates (%)

#### by Savings Account Type



## Comparative Fees

by Type



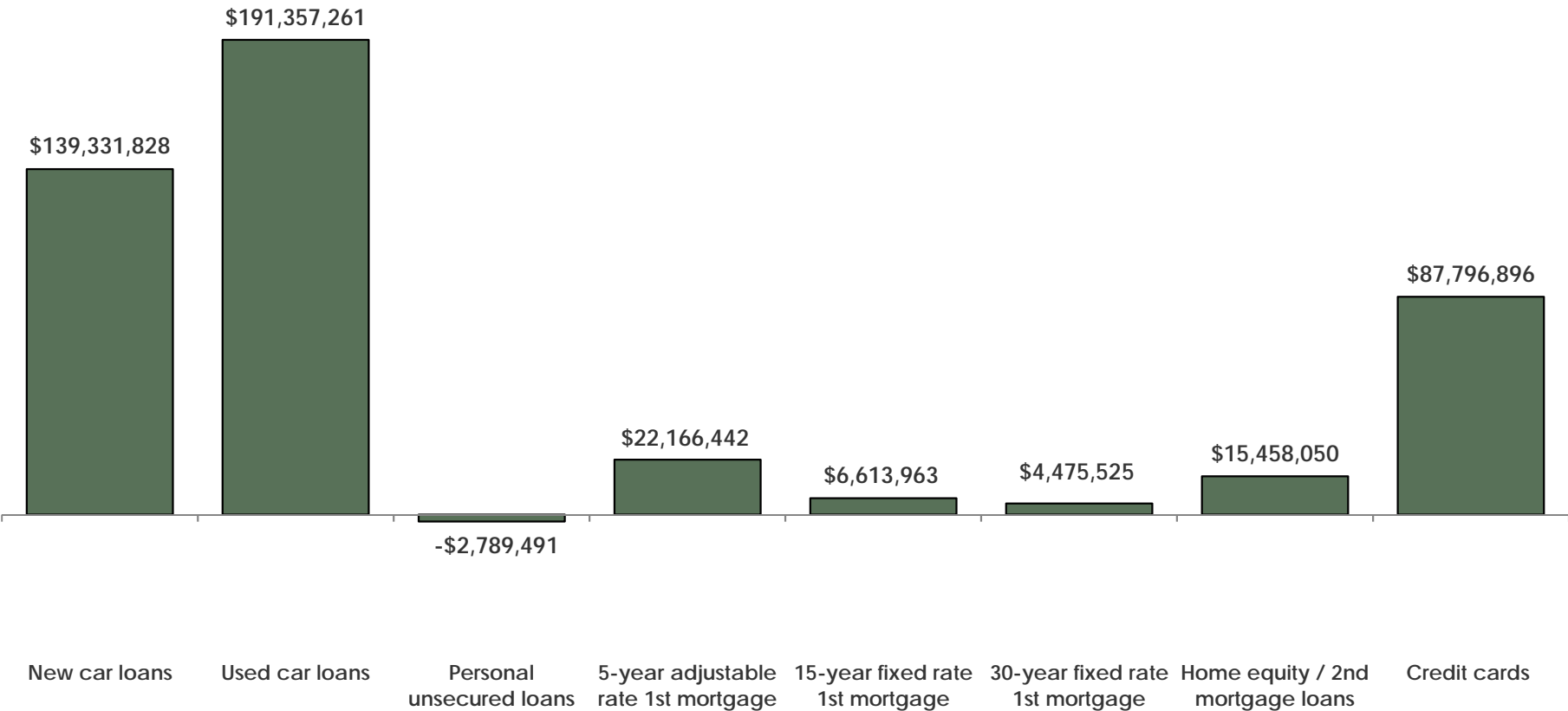
## Florida Credit Union and Banking Institution June 2019 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.43	4.84	-1.40
48-month used car (A paper)	3.60	5.23	-1.63
Unsecured loan (A paper)	9.42	9.23	0.19
5-year adjustable rate 1st mortgage, 0 pts	3.71	4.12	-0.41
15-year fixed rate 1st mortgage, 0 pts	3.85	4.01	-0.16
30-year fixed rate 1st mortgage, 0 pts	4.31	4.38	-0.07
Home equity / 2nd mtg, 80% LTV 0 pts	5.48	6.01	-0.54
Credit card - rewards	11.64	14.49	-2.86
Credit card - platinum	10.17	13.65	-3.48
Savings Products			
Regular savings, \$1,000 balance	0.20	0.15	0.05
Share draft checking, \$5,000 balance	0.17	0.11	0.06
Money market accounts	0.40	0.23	0.17
1 Year certificate \$10,000 balance	1.44	1.10	0.34
Retirement (IRA) accounts	0.92	0.66	0.25
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

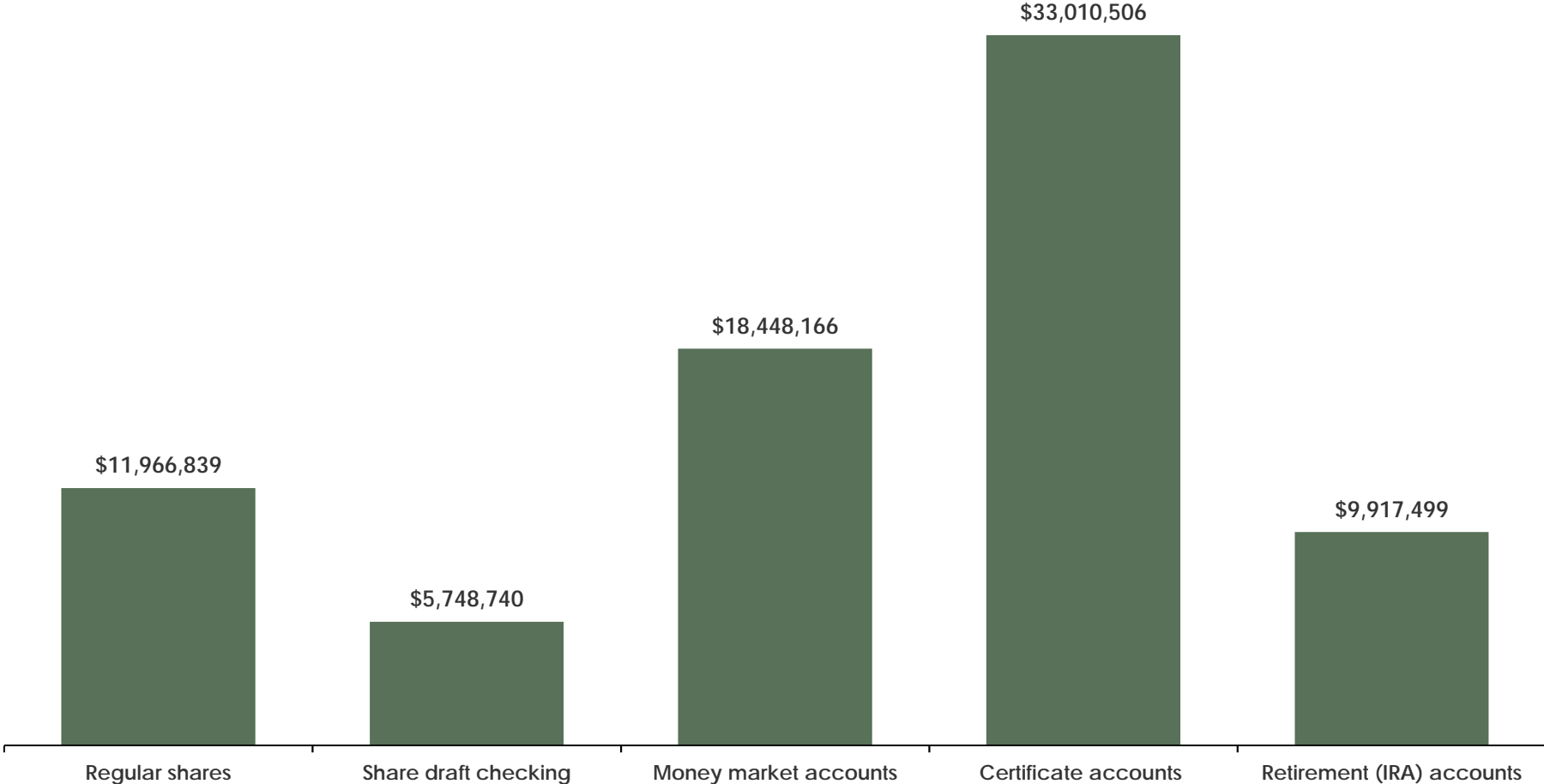
### Estimated Credit Union Loan Rate Benefits

Compared to State Banking Institutions  
by Loan Type



Estimated Credit Union Savings Dividend Benefits

Compared to State Banking Institutions  
by Account Type





## Estimated Financial Benefits for Florida Credit Unions June 2019

<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	9,930,992,726	-1.40	\$139,331,828
Used car loans	11,710,970,687	-1.63	\$191,357,261
Personal unsecured loans	1,491,706,378	0.19	-\$2,789,491
5-year adjustable rate 1st mortgage	5,473,195,593	-0.41	\$22,166,442
15-year fixed rate 1st mortgage	4,082,692,970	-0.16	\$6,613,963
30-year fixed rate 1st mortgage	6,303,556,260	-0.07	\$4,475,525
Home equity / 2nd mortgage loans	2,873,243,442	-0.54	\$15,458,050
Credit cards	2,914,661,658	-2.86	\$87,796,896
Interest rebates			\$1,712
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$464,412,185</b>
<b>Savings</b>			
Regular shares	23,013,152,193	0.05	\$11,966,839
Share draft checking	9,581,233,959	0.06	\$5,748,740
Money market accounts	10,725,677,974	0.17	\$18,448,166
Certificate accounts	9,795,402,400	0.34	\$33,010,506
Retirement (IRA) accounts	3,896,856,133	0.25	\$9,917,499
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on savings products:</b>			<b>\$79,091,751</b>
<b>Fee Income</b>			
<b>Total CU member benefit arising from fewer / lower fees:</b>			<b>\$46,261,754</b>
<b>Total CU member benefit arising from interest rates on loans, savings products and lower fees:</b>			<b>\$589,765,689</b>
<b>Total CU member benefit / member:</b>			<b>\$101</b>
<b>Total CU member benefit / member household:</b>			<b>\$212</b>

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2019 and June 2018, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

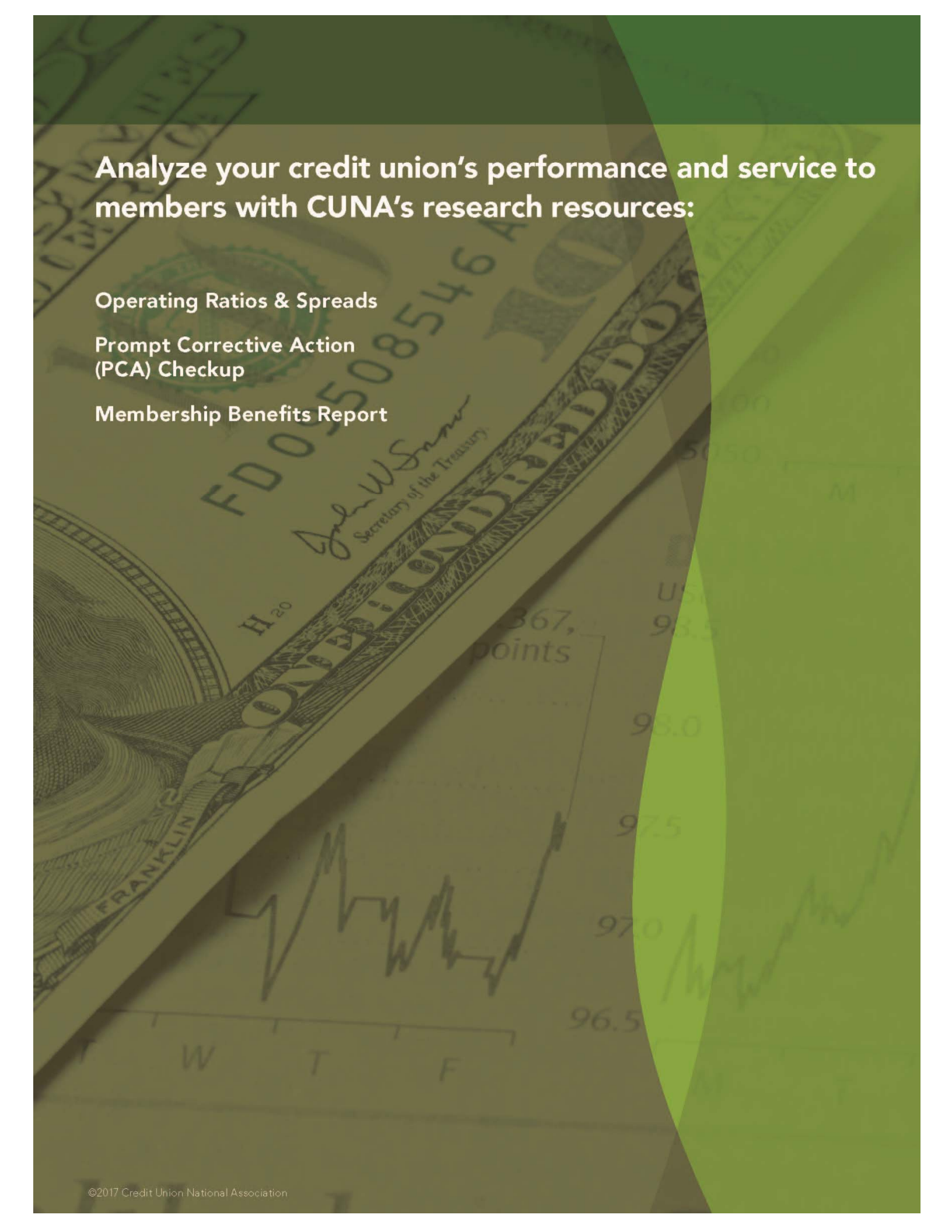
# Membership Benefits Report

CUNA Economics and Statistics

## Florida Credit Union Performance Profile

Demographic Information	Jun 19	Jun 18
Number of branches	978	971
Total assets (\$ mil)	71,335	65,412
Total loans (\$ mil)	49,009	44,806
Total surplus funds (\$ mil)	18,985	17,524
Total savings (\$ mil)	60,611	55,660
Total members (thousands)	5,961	5,717
Growth Rates (Trailing 12 months) *		
Total assets	9.1 %	6.5 %
Total loans	9.4 %	10.5 %
Total surplus funds	8.4 %	-2.7 %
Total savings	8.9 %	5.8 %
Total members	4.3 %	3.9 %
Earnings - Basis Pts. *		
Yield on total assets	379	344
Dividend / interest cost of assets	71	48
Fee & other income	171	173
Operating expense	334	331
Loss Provisions	38	44
Net Income (ROA) after stabilization exp	107	94
Capital Adequacy		
Net worth / assets	10.9	10.8
Asset Quality *		
Delinquencies / loans	0.4	0.5
Net chargeoffs / average loans	0.5	0.6
Total borrower-bankruptcies	36	31
Bankruptcies per 1000 members	0.8	0.7
Asset/Liability Management		
Loans / savings	80.9	80.5
Loans / assets	68.7	68.5
Long-term assets / assets	27.5	28.1
Core deposits/shares & borrowings	54.9	57.1
Productivity		
Members / potential members	2.3	2.9
Borrowers / members	57.7	57.5
Members / FTE	377	379
Average shares / members (\$)	10,169	9,737
Average loan balances (\$)	14,254	13,626
Salary & Benefits / FTE	73,483	70,036

\* 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

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