

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 \$226,584,828 in direct financial benefits to the state's 2,129,343 members during the twelve months ending December 2018.

**These benefits are equivalent to \$106 per member or \$223 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 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 \$235 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.

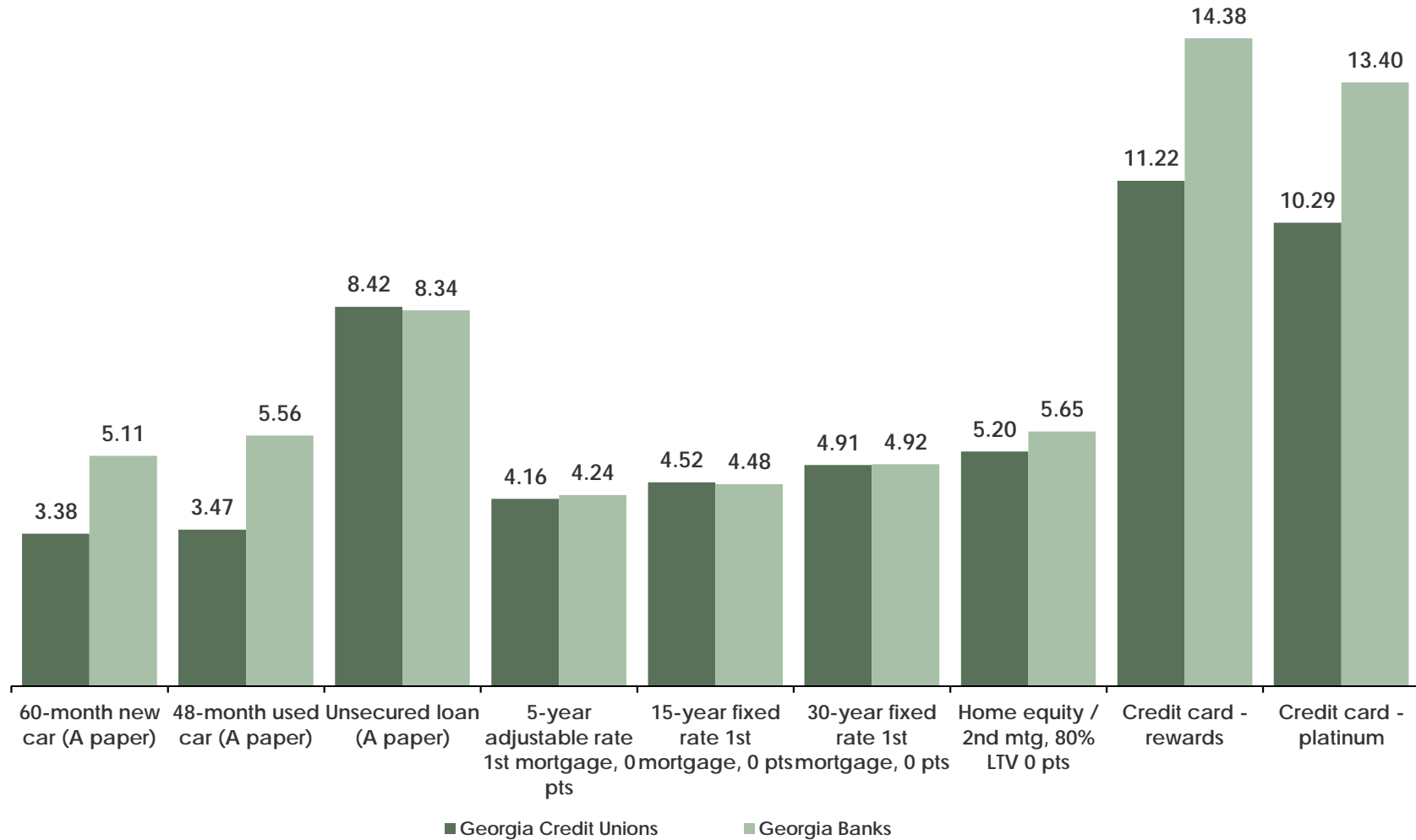
Georgia credit unions excel in providing member benefits on many loan and savings products. In particular, Georgia credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, first mortgage-adjustable rate, home equity loans, credit cards loans.

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



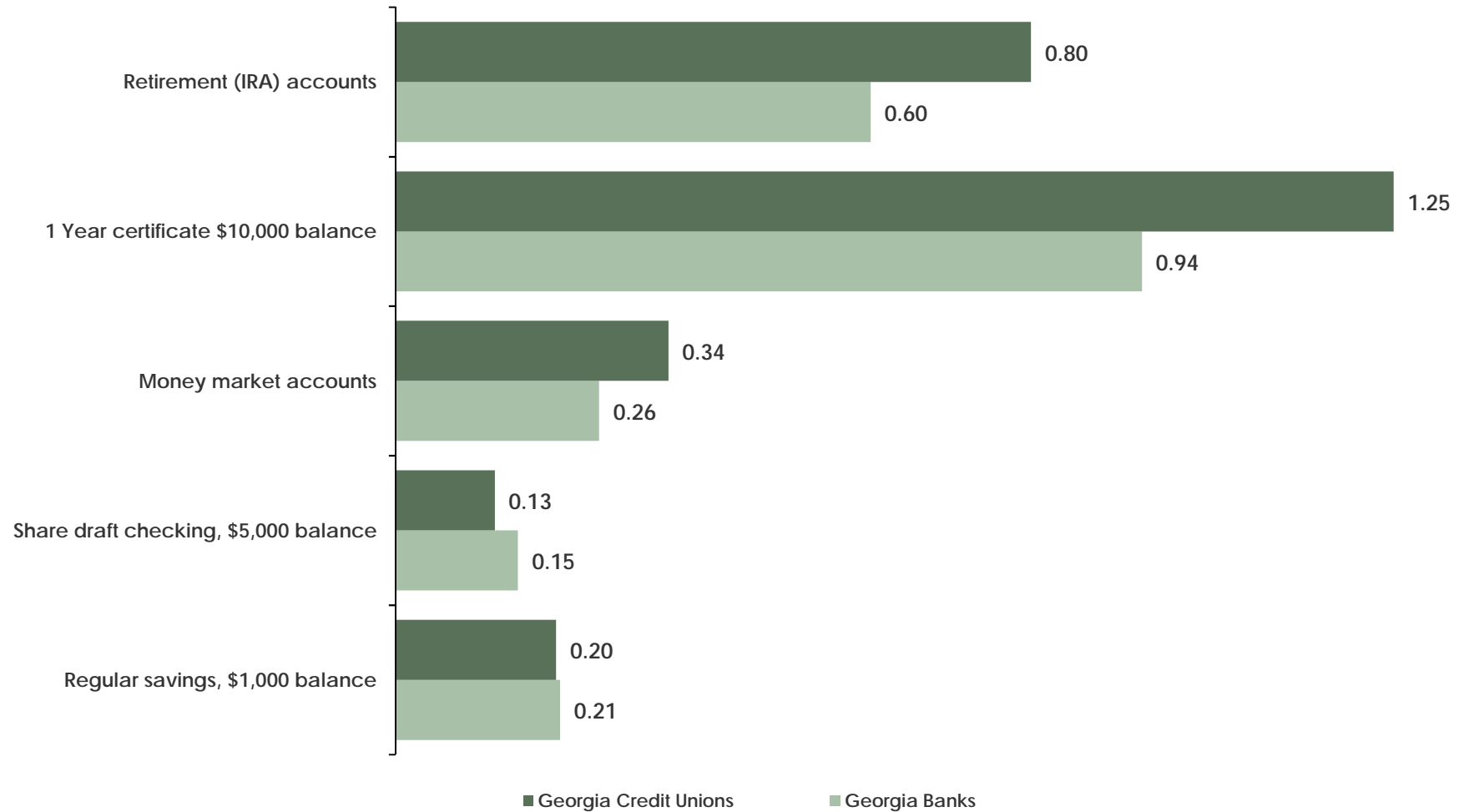
## Loan Product Comparative Interest Rates (%)

by Loan Type



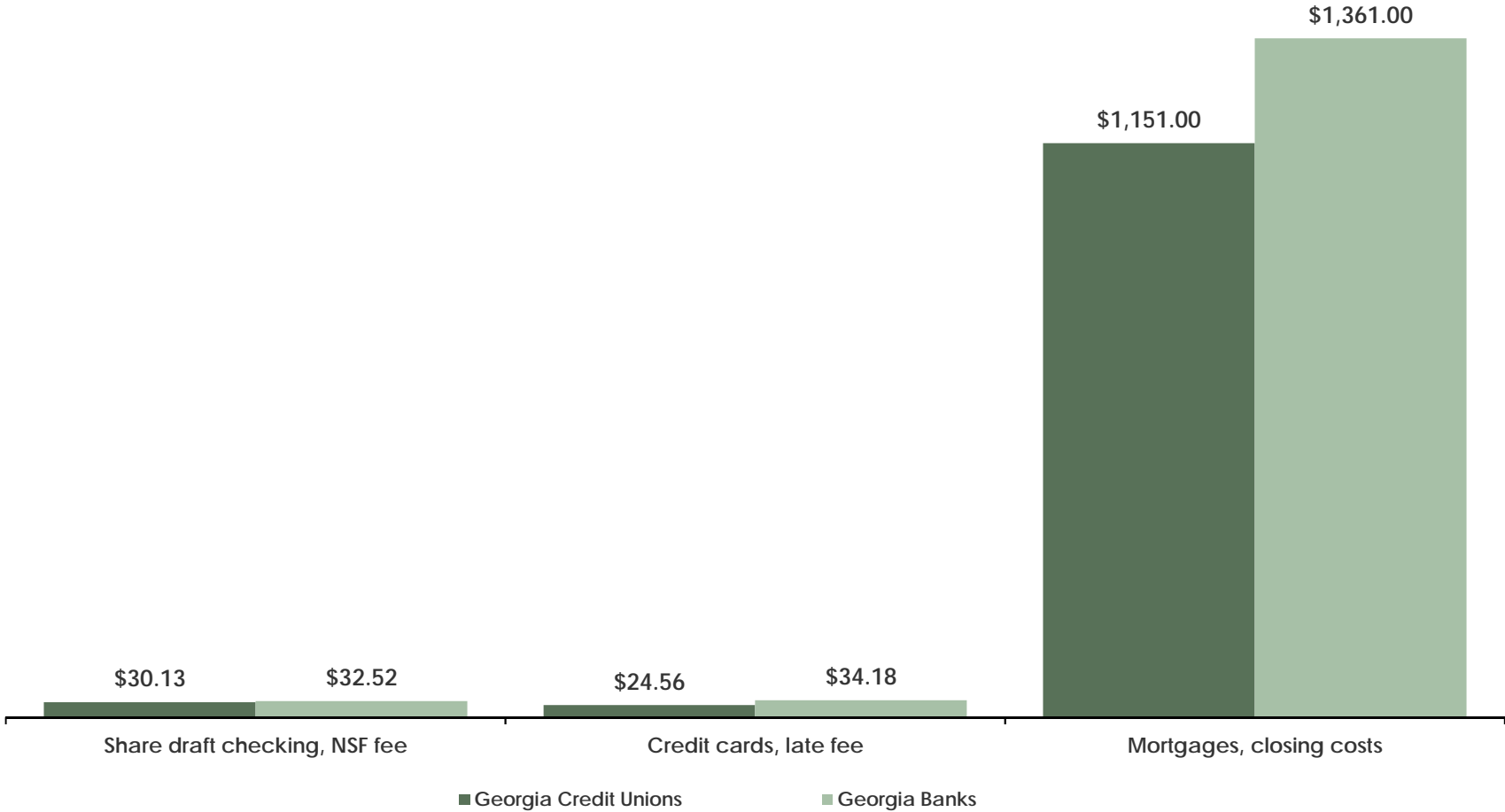
## Savings Product Comparative Interest Rates (%)

### by Savings Account Type



### Comparative Fees

by Type



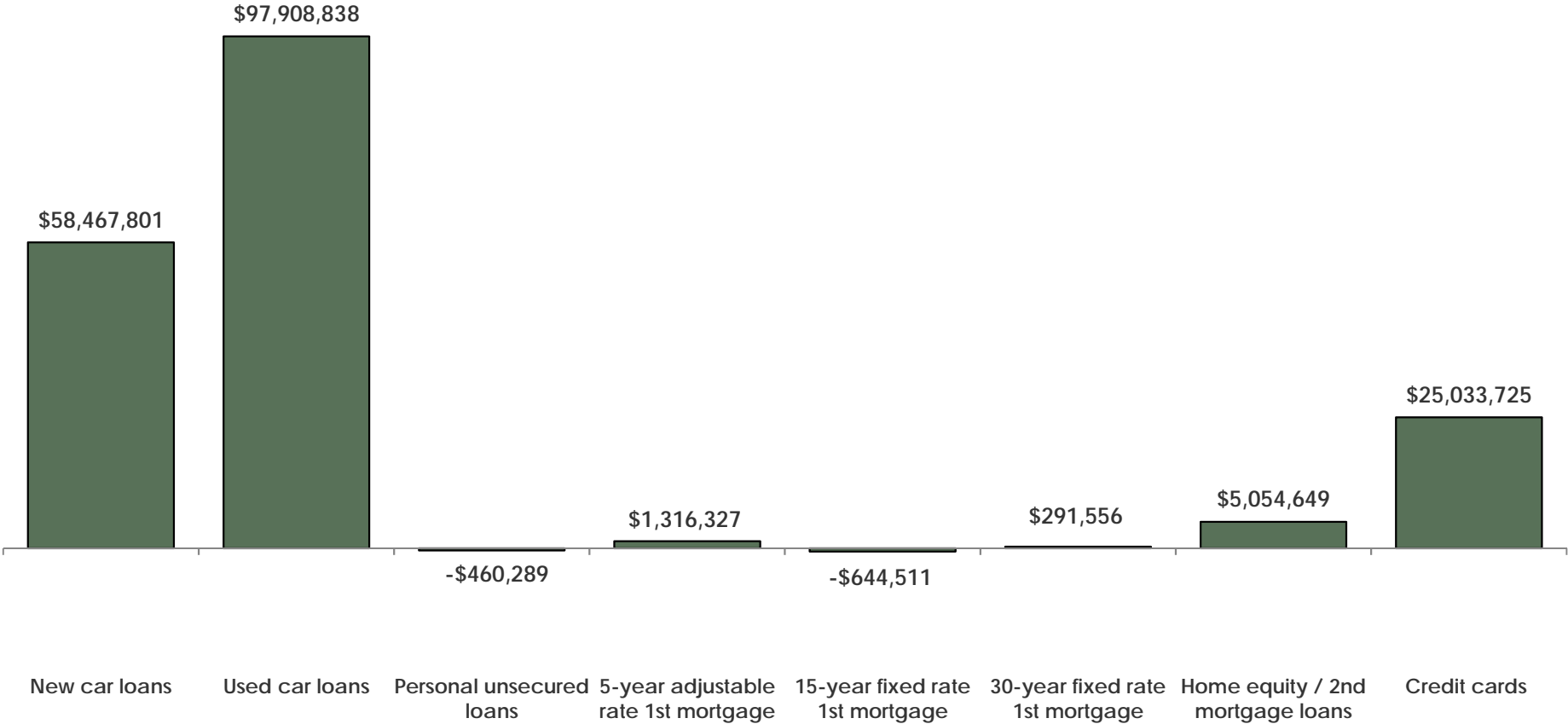
## Georgia Credit Union and Banking Institution December 2018 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.38	5.11	-1.73
48-month used car (A paper)	3.47	5.56	-2.09
Unsecured loan (A paper)	8.42	8.34	0.08
5-year adjustable rate 1st mortgage, 0 pts	4.16	4.24	-0.09
15-year fixed rate 1st mortgage, 0 pts	4.52	4.48	0.04
30-year fixed rate 1st mortgage, 0 pts	4.91	4.92	-0.01
Home equity / 2nd mtg, 80% LTV 0 pts	5.20	5.65	-0.45
Credit card - rewards	11.22	14.38	-3.17
Credit card - platinum	10.29	13.40	-3.12
Savings Products			
Regular savings, \$1,000 balance	0.20	0.21	0.00
Share draft checking, \$5,000 balance	0.13	0.15	-0.03
Money market accounts	0.34	0.26	0.09
1 Year certificate \$10,000 balance	1.25	0.94	0.32
Retirement (IRA) accounts	0.80	0.60	0.20
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

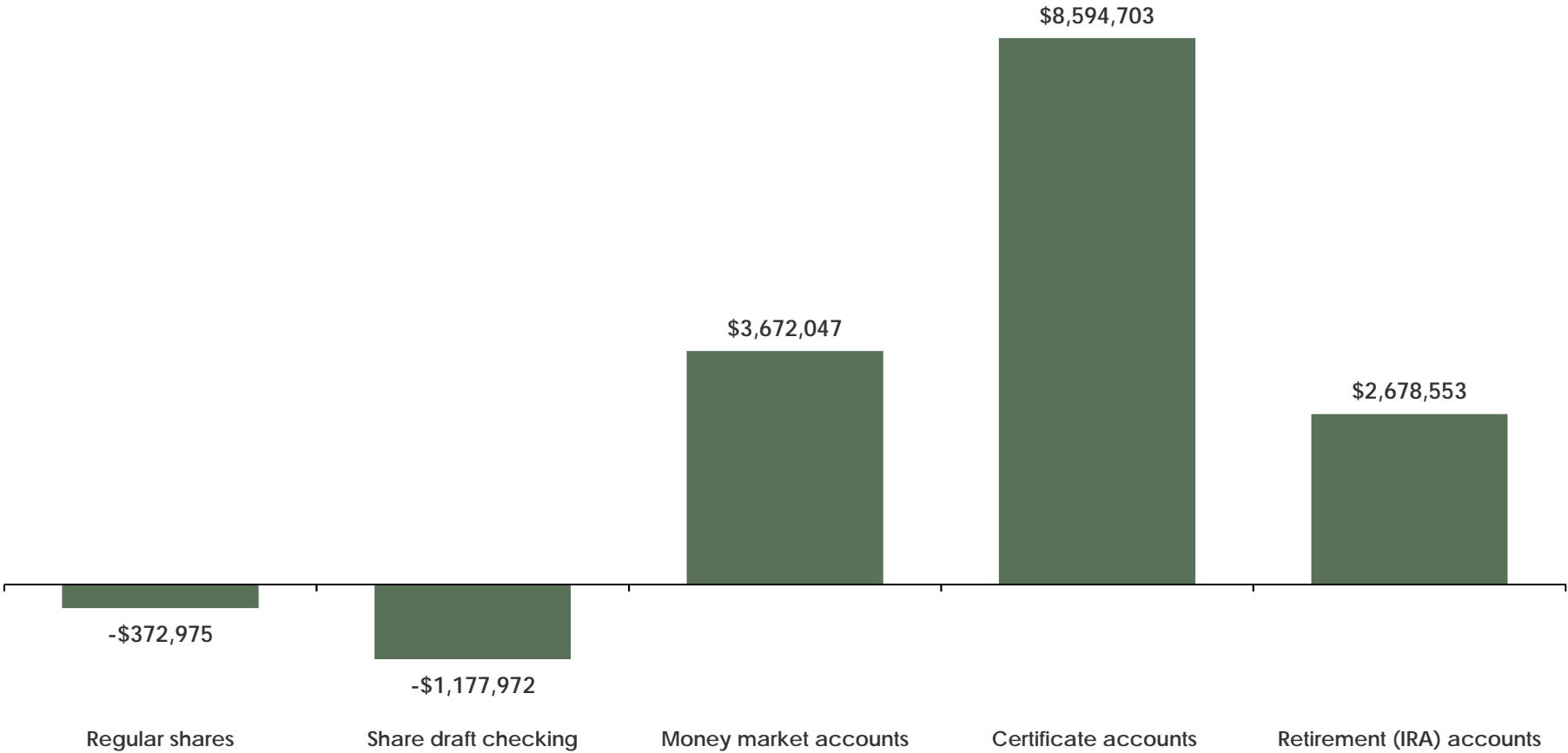
### State Credit Union's Total Loan Rate Benefits

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 December 2018

Loans	Avg. Balance at Credit Unions (1)	Rate Difference vs. Georgia Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	3,377,689,237	-1.73	\$58,467,801
Used car loans	4,675,684,695	-2.09	\$97,908,838
Personal unsecured loans	582,644,342	0.08	-\$460,289
5-year adjustable rate 1st mortgage	1,548,619,929	-0.09	\$1,316,327
15-year fixed rate 1st mortgage	1,464,798,714	0.04	-\$644,511
30-year fixed rate 1st mortgage	2,242,737,777	-0.01	\$291,556
Home equity / 2nd mortgage loans	1,123,255,277	-0.45	\$5,054,649
Credit cards	793,650,620	-3.17	\$25,033,725
Interest rebates			\$800
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			\$186,968,894
Savings			
Regular shares	7,459,507,581	0.00	-\$372,975
Share draft checking	4,061,970,920	-0.03	-\$1,177,972
Money market accounts	4,220,743,133	0.09	\$3,672,047
Certificate accounts	2,719,842,845	0.32	\$8,594,703
Retirement (IRA) accounts	1,329,306,797	0.20	\$2,678,553
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on savings products:</b>			\$13,394,356
Fee Income			
<b>Total CU member benefit arising from fewer / lower fees:</b>			\$26,221,578
<b>Total CU member benefit arising from interest rates on loans, savings products and lower fees:</b>			\$226,584,828
<b>Total CU member benefit / member:</b>			\$106
<b>Total CU member benefit / member household:</b>			\$223

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

## Georgia Credit Union Performance Profile

Demographic Information	Dec 18	Dec 17
Number of branches	410	405
Total assets (\$ mil)	23,838	22,987
Total loans (\$ mil)	17,216	16,023
Total surplus funds (\$ mil)	5,485	5,918
Total savings (\$ mil)	20,374	19,703
Total members (thousands)	2,159	2,116
Growth Rates (Trailing 12 months) *		
Total assets	4.1 %	5.8 %
Total loans	7.7 %	10.2 %
Total surplus funds	-6.5 %	-4.7 %
Total savings	3.8 %	5.5 %
Total members	2.8 %	2.5 %
Earnings - Basis Pts. *		
Yield on total assets	356	330
Dividend / interest cost of assets	48	36
Fee & other income	168	156
Operating expense	343	331
Loss Provisions	37	42
Net Income (ROA) after stabilization exp	95	77
Capital Adequacy		
Net worth / assets	12.8	12.3
Asset Quality *		
Delinquencies / loans	0.5	0.6
Net chargeoffs / average loans	0.6	0.5
Total borrower-bankruptcies	36	33
Bankruptcies per 1000 members	1.7	1.7
Asset/Liability Management		
Loans / savings	84.5	81.3
Loans / assets	72.2	69.7
Long-term assets / assets	26.0	27.6
Core deposits/shares & borrowings	58.0	57.2
Productivity		
Members / potential members	7.0	7.0
Borrowers / members	70.5	70.6
Members / FTE	408	418
Average shares / members (\$)	9,437	9,312
Average loan balances (\$)	11,314	10,720
Salary & Benefits / FTE	75,023	73,511

\* 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.