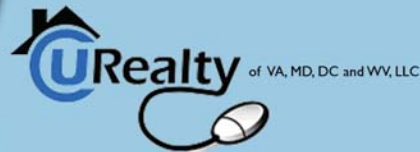


The Community



Bringing Credit Unions and Realtors Together

March 2010

CU Realty's Credit Union Partners

- Agriculture FCU
- Apple FCU
- Bank-Fund Staff FCU
- BayPort CU
- Credit Union Mortgage Association
- Fairfax County FCU
- HEW FCU
- Justice FCU
- NASA FCU
- Northwest FCU
- State Department FCU
- Tower FCU

CU Realty's Credit Union Affinity

- Congressional FCU
- FedFinancial FCU
- Money One FCU
- NRL FCU
- Transit FCU
- Transportation FCU
- Vantria FCU
- U.S. Postal Service FCU

Power of Numbers

Rebates Paid Since Inception
\$5,872,405.83

Total Loans Closed – Buyers
1576

Total Loans Closed – Sellers
404

Success Begins With Communication

Building Relationships Between Realtors and Credit Unions

Since I started working as the Account Manager for CU Realty Services, LLC (CURS), I have been doing quite a bit of 'behind the scenes' research. Specifically, delving into the statistics CURS compiles and speaking with credit union staff and approved Realtors. My reasoning for doing this is to see if there is one thing that is making some credit unions and Realtors more successful in the program than others. To my surprise, communication, or the lack thereof, between Realtors and credit unions was a common theme.

Communication really is a key to success in business relationships. Credit unions have taken on the CU Realty program to not only provide an additional benefit/program to their members, but as a way to increase the number of mortgage loans they retain. Realtors have joined the CU Realty program to provide them an additional referral stream of qualified buyers and sellers. Unless the credit unions and Realtors fully embrace this relationship with each other and communicate all aspects of a member's loan and buying/selling status, it is difficult for each to complete the transaction and reach the ultimate goal of providing the member with great service while getting them into a fantastic home with a fantastic loan at the CU.

Top things credit unions and Realtors indicated needed to be better communicated:

- Member's loan status and qualifications (provide pre-qualification letter to Realtor)
- Current rates and loan products the credit union offers (inform Realtor and member if rates, products and/or fees have changed since member's pre-approval)
- Member's loyalty to the credit union (if member is 'shopping' loans, inform credit union as soon as possible so they can try to save the loan)
- Reasons why member might have gotten loan outside of credit union. This will help the credit union evaluate their products and services.

Building a solid relationship through communication is a great way to increase closed transactions. As a credit union, some ways to increase your relationships with Realtors is by hosting luncheons to discuss your expectations as well as the CU products & services, inviting a Realtor to present a home buying/selling seminar and asking a Realtor to participate in "Realtor on Duty" days. As a Realtor, offer to stop by the credit union with fruit or bagels, educate yourself by checking in with the mortgage staff regarding new products and let them know that you are willing to participate in seminars and "Realtor on Duty" days. Once the avenue of communication has been opened and a relationship established, everyone will begin to see the benefits. Credit unions will increase the number of satisfied members and loans they retain and Realtors will close more transactions and receive an increase in the number of qualified referrals through the program.

CU Realty is a win-win for everyone. We would all agree that an improvement in the quality and quantity of communication will result in a smoother transaction leading to the ultimate goal of satisfied members and closed loans. As the Account Manager for VA/MD/DC/WV, it will be my responsibility to work directly with all of you to ensure your success. CURS appreciates everything you are doing and I look forward to working with you for a successful 2010!

Rob Drake
Account Manager for CU Realty Services, LLC



Realtor Spotlight

Rich King – “The Right Move”
William E. Wood and Associates Realtors



Greetings! My name is Rich King with William E. Wood and Associates located in the Tidewater area of Virginia. Tidewater is a big area which includes the cities of Norfolk, Virginia Beach, Chesapeake, Newport News, Hampton and Suffolk. I have helped clients with their real estate needs in all of these regions.

The main profile of the clients that I have right now is first-time home buyers. There seems to be a big push for people to take advantage of the first-time home buyer's tax incentive. The program lasts until April 30, 2010, (the contract must be ratified by April 30th and the closing must take place before June 30, 2010). I did not see as much activity with this incentive late last year, but things have certainly changed. I enjoy representing a first time buyer on the purchase of their new home and feel very satisfied knowing that I assisted a client in experiencing the “American Dream”.

In addition to first-time buyers, I also work with the heavily populated military personnel in the area. Military families are constantly moving in and out of the area. This helps our real estate market be more resilient and better than the national average. I am always interested in assisting new clients with their real estate needs. If I can be of service to you and your clients, please feel free to contact me at (757) 692-2707. I can also be reached at richardking@williamewood.com. I look forward to assisting you with your real estate needs in the Tidewater area of Virginia.

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Credit Union Participants and Affiliates' Contact Information

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Apple FCU	Aaron Leicher	703-679-1284
Bank-Fund Staff FCU	Christine Gatton Austin	202-212-6369
BayPort CU	Marissa Lovingood	757-896-8767
Congressional FCU	Carol Brann	703-261-2823
CUMA	Tony Miller	703-425-1204 x-136
Fairfax County FCU	Joe Thomas	703-218-9900 x-1130
Fed Financial FCU	Chuck Goldston	301-881-1870 c-1206
HEW FCU	Susan Jackson	202-488-5400
Justice FCU	Mark Jenkins	703-480-5300 x-3121
Justice FCU	Roya Movahed	703-480-5300 x-3114
Money One FCU	Angie Akingbade	301-925-4600 x-220
NASA FCU	Tim Jeffrey	301-249-1800 x-347
Northwest FCU	Michelle Sandy	866-709-8921 x-72132
NRL FCU	Denine Messersmith	301-839-8427
State Department FCU	Harold Bennett	703-739-3092
Tower FCU	Kathy Smallwood	301-497-7023
Transit FCU	Janet Neal	202-832-5100 x-271
Transportation FCU	Rachel Young	202-385-6040
US Postal Service FCU	Arthur Turcotte	301-856-5000 x-1389
Vantria FCU	Darcie Albright	703-913-0700 x-125

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