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## Chaffey FCU's Marketing Initiative Wins CU Members Mortgage 2014 Q1 Marketing Award

DALLAS, TX – January 31, 2014 – Credit union mortgage services provider [CU Members Mortgage](http://www.cumembers.com) has awarded its quarterly marketing award to [Chaffey Federal Credit Union](http://www.chaffeyfcu.com) (11,700 members; \$107 million; Upland, CA) for its mortgage marketing promotion which included a vast lobby display, home buying seminar and giveaway.

Hosting a home buying seminar and an out-of-the-box lobby display brought great attention to their home buying seminar event. The display was a large oversized cardboard house with flowerpots and white picket fence. In addition to having the house in its lobby, each member who closes a loan with the credit union receives a Chaffey Federal Credit Union-branded, coloring cardboard house for them to take home. When the member moves into their new home, courtesy of Chaffey Federal Credit Union loan, the cardboard house can be set up for the kids – serving as a reminder where the family manages its finances. As a result, this take-home display from the credit union prompts new business in other loans, CDs, investment or insurance services, etc.

Chaffey Federal Credit Union has also included special home buying hand-books and dominate displays on their website to promote its home loan offering – along with its new online mortgage lending app (launched in September 2013), which has helped boost business. All of this went along with their annual home buying seminar promotion.

“We are truly honored to receive this award,” says Chaffey’s Vice President of Lending Irene Simonetty. “I remembered this idea from See’s Candy about 10 years ago when I bought my niece a similar house that she could color. It just popped in my head recently and we did it. It works great for members, many of whom didn’t realize we offered home loans. Now they know and they are using our new online app to get the process started.”

“As we shift our focus from a refinance market to a purchase market all credit unions will need to find these special ways to market and draw attention to their home loan products,” states Linda Clampitt, Senior Vice-President of CU Members Mortgage. “Most of the brilliant ideas are simple and this one from Chaffey fits that bill completely. It’s a definite winner and we are pleased to honor Chaffey with our quarterly marketing award. Congratulations!”

**About CU Members Mortgage**

Founded in 1982 as a division of Colonial Savings, Dallas-based CU Members Mortgage provides comprehensive mortgage services to more than 1,000 credit unions, CUSOs, and leagues nationwide. CU Members Mortgage originates more than \$3 billion in FHA, VA, and conventional loans each year – and services more than 150,000 loans annually. With a portfolio of \$20 billion, it is one of the largest servicers of mortgage loans in the United States. Advanced technology, including a dedicated website with an online mortgage application that delivers confirmation in minutes, makes CU Members Mortgage one of the industry’s leading resources for mortgage services. The company is privately held and has branches located nationwide. For more information, visit: [www.cumembers.com](http://www.cumembers.com).

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