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## **City CU's Maureen Johns Receives First Marketing Achievement Award from CU Members Mortgage**

March 9, 2009 Fort Worth, TX – CU Members Mortgage awarded Maureen Johns, Marketing Director at City Credit Union of Dallas, Texas with the first Marketing Achievement award for their extraordinary marketing accomplishments at the CU Members Mortgage National Lending Conference March 2, 2009.

The Marketing Achievement Award is the first of its kind honoring credit union mortgage professionals each quarter for special efforts in their marketing.

“There’s still a perception by credit union members that mortgages are not offered or are not competitive,” says Linda Clampitt, Senior Vice President of CU Members Mortgage. “Credit unions need to make a strong marketing effort to let members know mortgages are not only available at their credit unions, but the best place to apply for a home loan.”

“CU Members created the Marketing Achievement Award to recognize and honor credit unions that have put forth special efforts to market their mortgage departments to members,” said Alison Barksdale, Marketing Director at CU Members Mortgage. “For the first quarter of 2008-2009, we received several excellent submissions and each nomination included unique ways they looked to increase the knowledge of their mortgage department. From creating member programs to encouraging referrals to sponsoring special events with realtors, each nomination had a one-of-a-kind way of reaching out to members and showing them the special ways credit unions can provide for members’ mortgage needs. In the end, it was the unique manner in which City Credit

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Union developed strong brand recognition that inspired us at CU Members Mortgage to remember the personal touch in all we do.”

Credit unions wishing to be considered for future awards must simply submit their nomination to the CU Members Mortgage marketing department. A committee reviews all submissions and a winner is awarded each quarter.

City Credit Union has 11 branch locations within the Dallas, Texas area and has spent a considerable amount of resources working to make the credit union the place of choice for members’ mortgage services. Maureen Johns and her team at City Credit Union established a very personal campaign using their own credit union staff members, Linda Mitchell and Maria Salinas. Together they provided the face for City CUs mortgage lending department and staged a welcome center for all mortgage lending needs. This last quarter, Linda and Maria established exceptional service by hosting 11 branch visits and attending 13 community events from September through November. Using various media and branch collateral, they created a strong position as the place to go for mortgage lending.

### **About CU Members Mortgage**

Founded in 1982 as a division of Colonial Savings, CU Members Mortgage provides comprehensive mortgage services to more than 900 credit unions, CUSOs and leagues nationwide. The company originates more than \$2.5 billion in FHA, VA, conventional and unique single close construction loans annually, and is one of the largest servicers of mortgage loans in the United States, with a portfolio of \$12.5 billion. Advanced technology, including a dedicated website with an online mortgage application that delivers a firm decision in minutes, makes CU Members Mortgage one of the industry’s leading resources for mortgage services. Privately held and headquartered in Dallas, Texas, CU Members Mortgage has branches located throughout the country.