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## **CU Members Mortgage Names Keith Kasmire as VP of Sales**

**August 22, 2017, Addison, TX** – CU Members Mortgage, a leading mortgage aggregator in the credit union market, named long-time sales leader Keith Kasmire to VP of National Sales to begin a new sales initiative to expand our national profile and create an integrated approach to serve credit unions and focus on quality. Kasmire, who has been with CU Members Mortgage since 2002, will focus the national sales team to work closely with credit union executives in a consultative and strategic approach to achieve the institution’s goals and objectives.

Working in mortgage lending for nearly three decades and with credit unions since 1995, Kasmire has held positions of increasing responsibility including Senior Sales Consultant and Regional Vice President. Prior to this, Kasmire had roles in loan servicing, secondary market delivery, operations, management and sales as well as conventional and government insured loan origination.

Kasmire is a committed advocate of home ownership, especially for consumers of modest means. He believes that the credit union cooperative model is the ideal catalyst to create new homeowners, while at the same time recruiting ‘members for life’ that are the core of the credit union’s future.

“Keith has been an integral part of our CU Members Mortgage team for more than 15 years, always representing us in a thoughtful, strategic and professional manner,” said David Motley, President of CU Members Mortgage. “We are pleased to announce that Keith Kasmire will be

leading our sales team in this position strengthening our relationships with credit unions across the country.”

**About CU Members Mortgage**

CU Members Mortgage provides comprehensive mortgage services to credit unions and CUSOs nationwide. Founded in 1982 as a division of Colonial Savings, a federally chartered thrift, CU Members Mortgage originates more than \$1 billion in FHA, VA, and Conventional loans each year. With a portfolio of \$26 billion, Colonial is one of the largest servicers of mortgage loans in the United States. The company is privately held and has offices located nationwide. For more information, visit [www.cumembers.com](http://www.cumembers.com).

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