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CU Members Mortgage Makes Homebuyer Seminars Easy and Affordable with a New Resource for Credit Unions

May 12, 2009 Fort Worth, TX – Homebuyer seminars are becoming more necessary as members who may not have been able to consider homeownership in the past now find it affordable. Credit unions are looking for ways to reach out to these members. However, a first-time homebuyer seminar can be expensive, requiring staff, renting a venue if the credit union is not large enough, and various other expenses associated with hosting this type of event. For more than 900 credit unions, there's a new option available: The Homebuyers Handbook from CU Members Mortgage, essentially a homebuyer's seminar in a box.

“We're making this available to our credit union partners because the need is huge,” says Linda Clampitt, Senior Vice President at CU Members Mortgage. “Members who thought they'd be renting forever are suddenly finding homeownership to be a real possibility. Homes are affordable, interest rates are low, and the \$8,000 tax credit bridges any gap that's left. If a credit union is not seeing a lot of interest from first-time buyers, I'd question why. This is a first-time buyers market.”

The Handbook, Clampitt explains, is there to help credit unions that can't dedicate resources to a homebuyer seminar. It enables them to reach these members and give them the information they need in a somewhat less traditional format. Another advantage of the handbook is the convenience for members: they can go through it any time, any place, 24/7.

“We’re leaving it up to the credit unions to decide how they want to share this with members. Some credit unions will post it to their websites, allowing members to print it from their own homes. Others will print and distribute them from their branches,” Clampitt said. “Some credit unions might even decide to host a traditional homebuyer’s seminar, and use The Homebuyer Handbook as a follow-along resource for participants.”

Credit unions partnered with CU Members Mortgage will find the handbook at the CU Members Mortgage Admin website, www.cumembers.com.

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.