

CUNA Georgia
**MEMBERSHIP BENEFITS
REPORT**

Georgia

The Benefits of Membership

Credit unions generally provide financial benefits to members through lower loan rates, high savings rates, and fewer fees than banking institutions.

The Credit Union National Association (CUNA) estimates that Georgia credit unions provided \$229,396,714 in direct financial benefits to the state's 2,129,052 members during the twelve months ending March 2019.

These benefits are equivalent to \$108 per member or \$226 per member household ⁽¹⁾.

Estimated total benefits of credit union membership are calculated by accounting for differences in credit union and bank pricing. Specifically, average credit union savings account yields, loan interest rates and fees are compared to average bank savings account yields, loan interest rates and fees. The interest rate differences are then applied to respective average credit union loan and savings balances. Fee differences are weighted and applied to credit union non-interest income to obtain the total estimated benefits arising from fees.

The per-member and per-household benefits delivered by Georgia credit unions are substantial, but these benefits are *averages*. Mathematically, that means the total benefits provided are divided across all members (or all member households) - even those who conduct very little financial business with Georgia credit unions.

Consider this:

Financing a \$25,000 new automobile for 60 months at a Georgia credit union will save members an average \$227 per year in interest expense compared to what they would pay at a banking institution in the state.

Further, loyal members - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

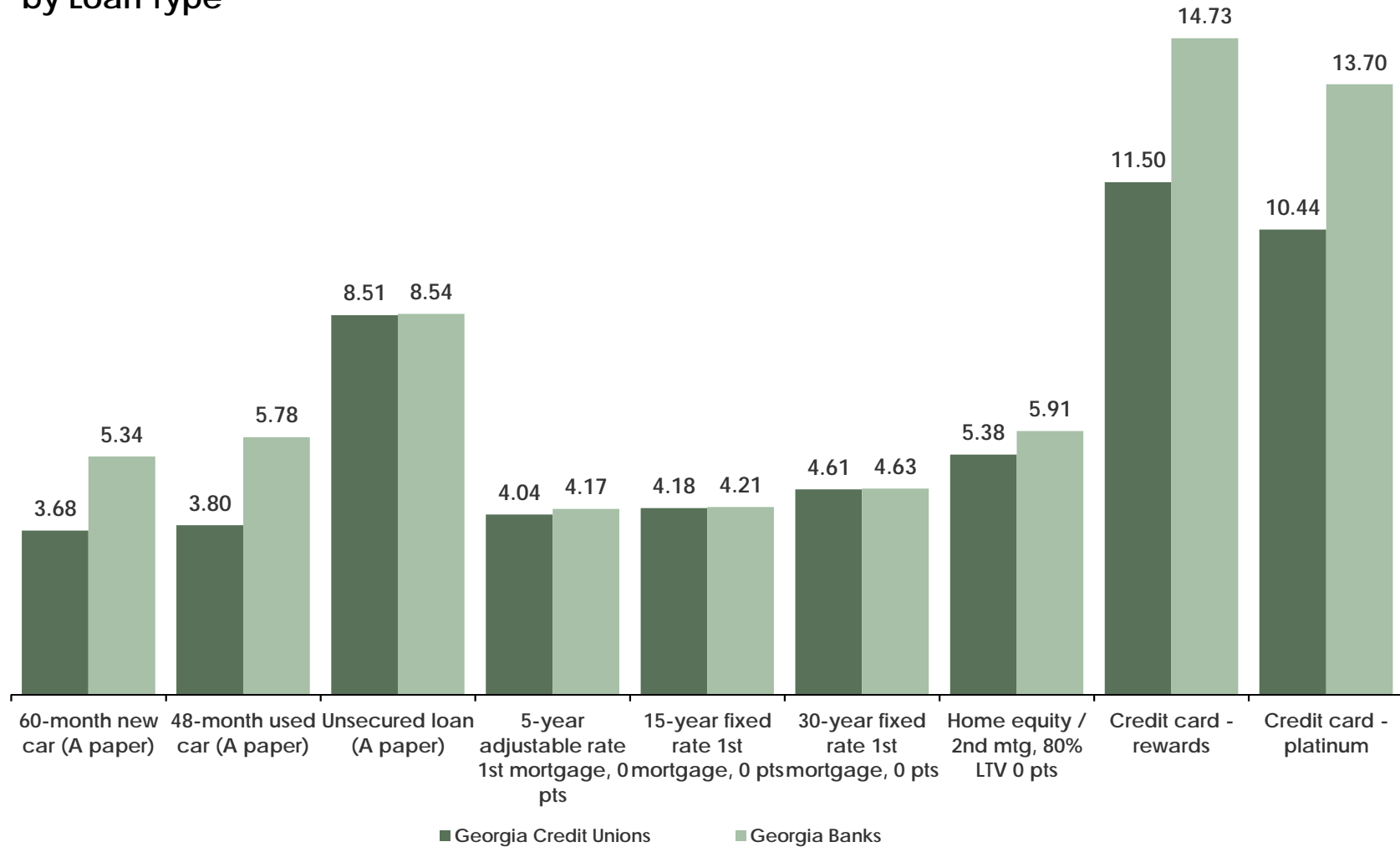
Georgia credit unions excel in providing member benefits on many loan and savings products. In particular, Georgia credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-fixed rate, first mortgage-adjustable rate, home equity loans, credit cards loans.

Georgia credit unions also pay members higher average dividends on the following accounts: regular savings, money market accounts, certificate accounts, IRAs.



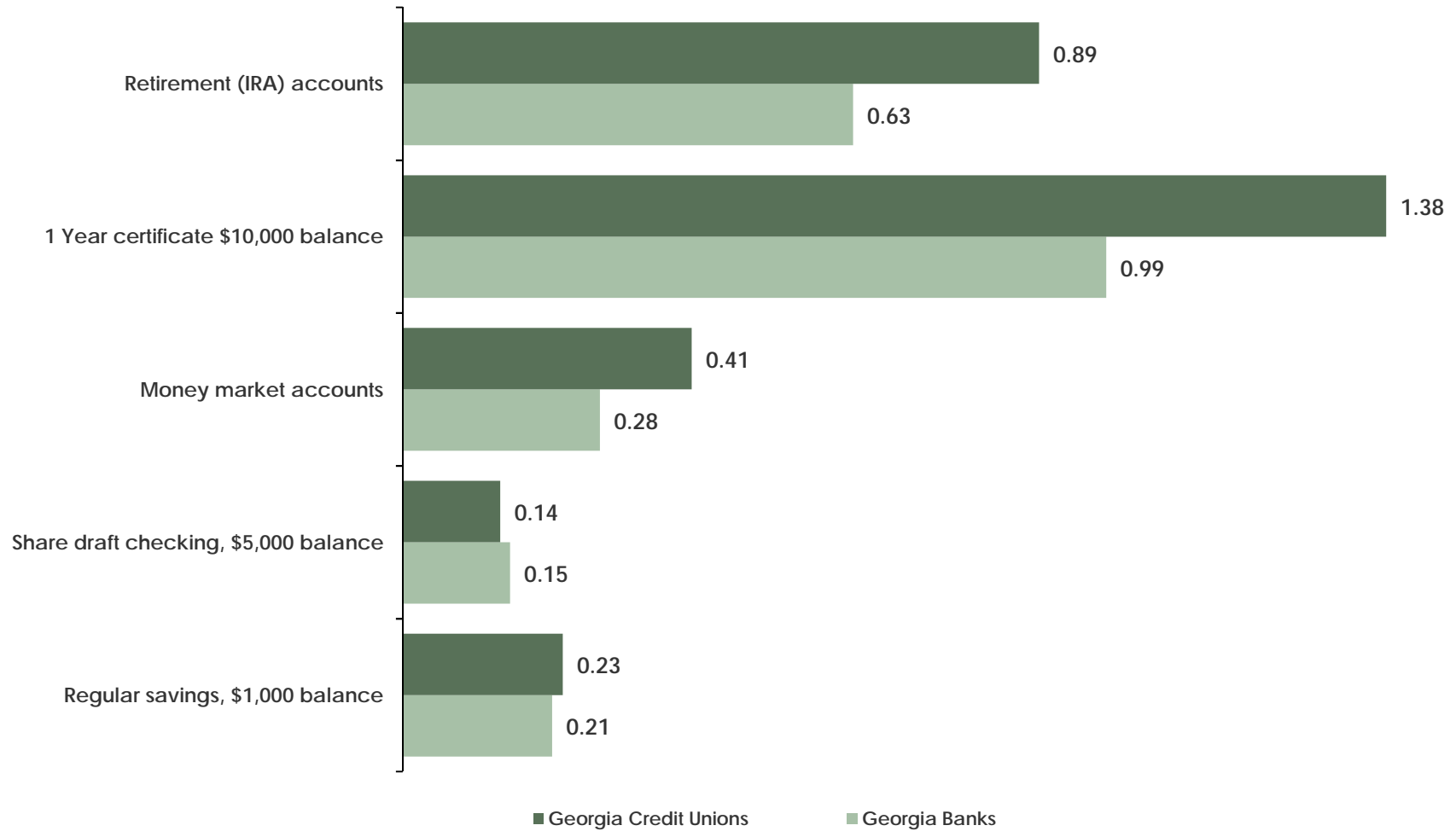
Loan Product Comparative Interest Rates (%)

by Loan Type



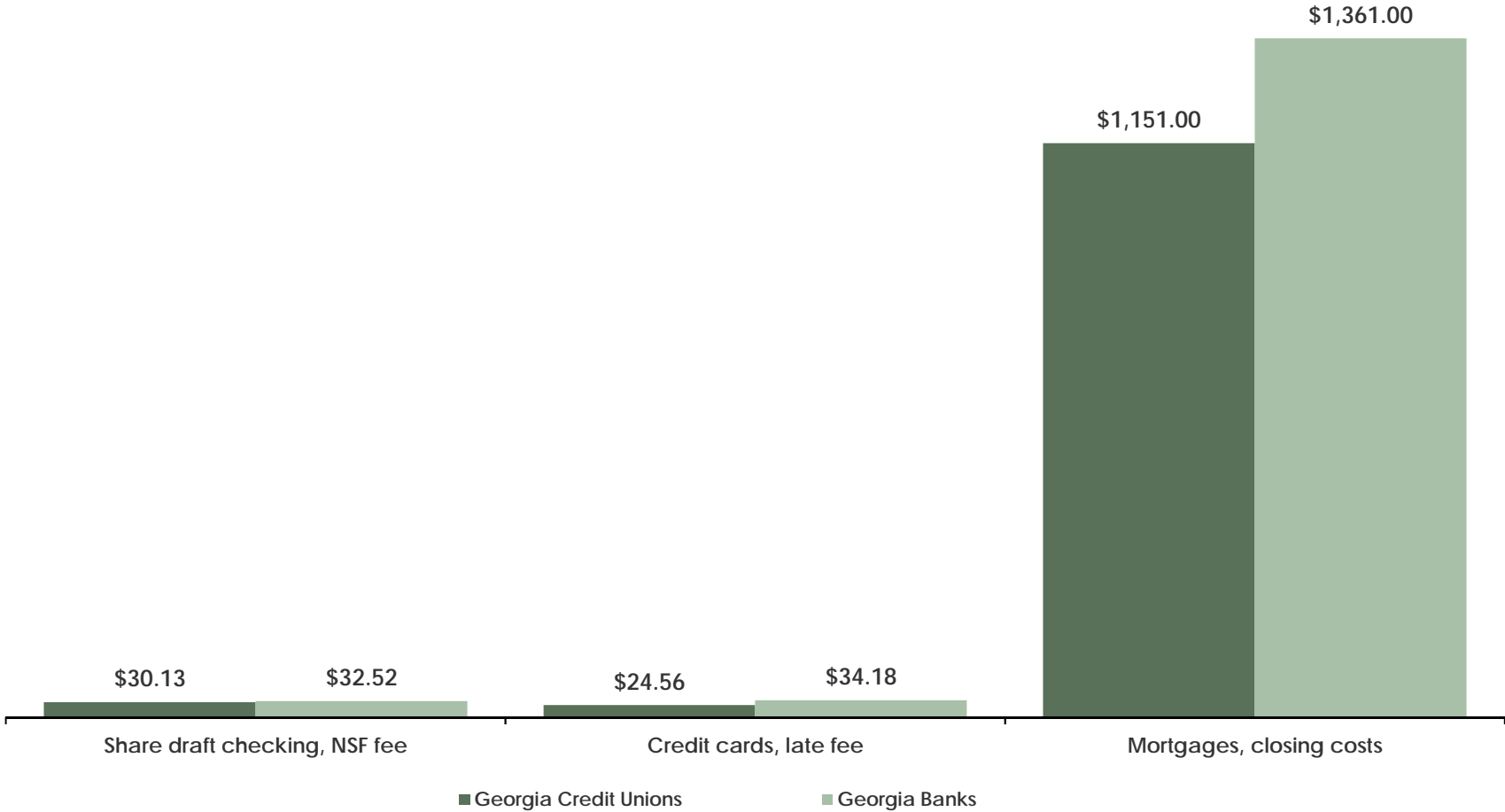
Savings Product Comparative Interest Rates (%)

by Savings Account Type



Comparative Fees

by Type



Georgia Credit Union and Banking Institution March 2019 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.68	5.34	-1.66
48-month used car (A paper)	3.80	5.78	-1.98
Unsecured loan (A paper)	8.51	8.54	-0.03
5-year adjustable rate 1st mortgage, 0 pts	4.04	4.17	-0.13
15-year fixed rate 1st mortgage, 0 pts	4.18	4.21	-0.03
30-year fixed rate 1st mortgage, 0 pts	4.61	4.63	-0.02
Home equity / 2nd mtg, 80% LTV 0 pts	5.38	5.91	-0.53
Credit card - rewards	11.50	14.73	-3.23
Credit card - platinum	10.44	13.70	-3.26
Savings Products			
Regular savings, \$1,000 balance	0.23	0.21	0.02
Share draft checking, \$5,000 balance	0.14	0.15	-0.01
Money market accounts	0.41	0.28	0.13
1 Year certificate \$10,000 balance	1.38	0.99	0.39
Retirement (IRA) accounts	0.89	0.63	0.26
Fee Income			
Share draft checking, NSF fee	\$30.13	\$32.52	-\$2.38
Credit cards, late fee	\$24.56	\$34.18	-\$9.62
Mortgages, closing costs	\$1,151.00	\$1,361.00	-\$210.00

Source: Datatrac

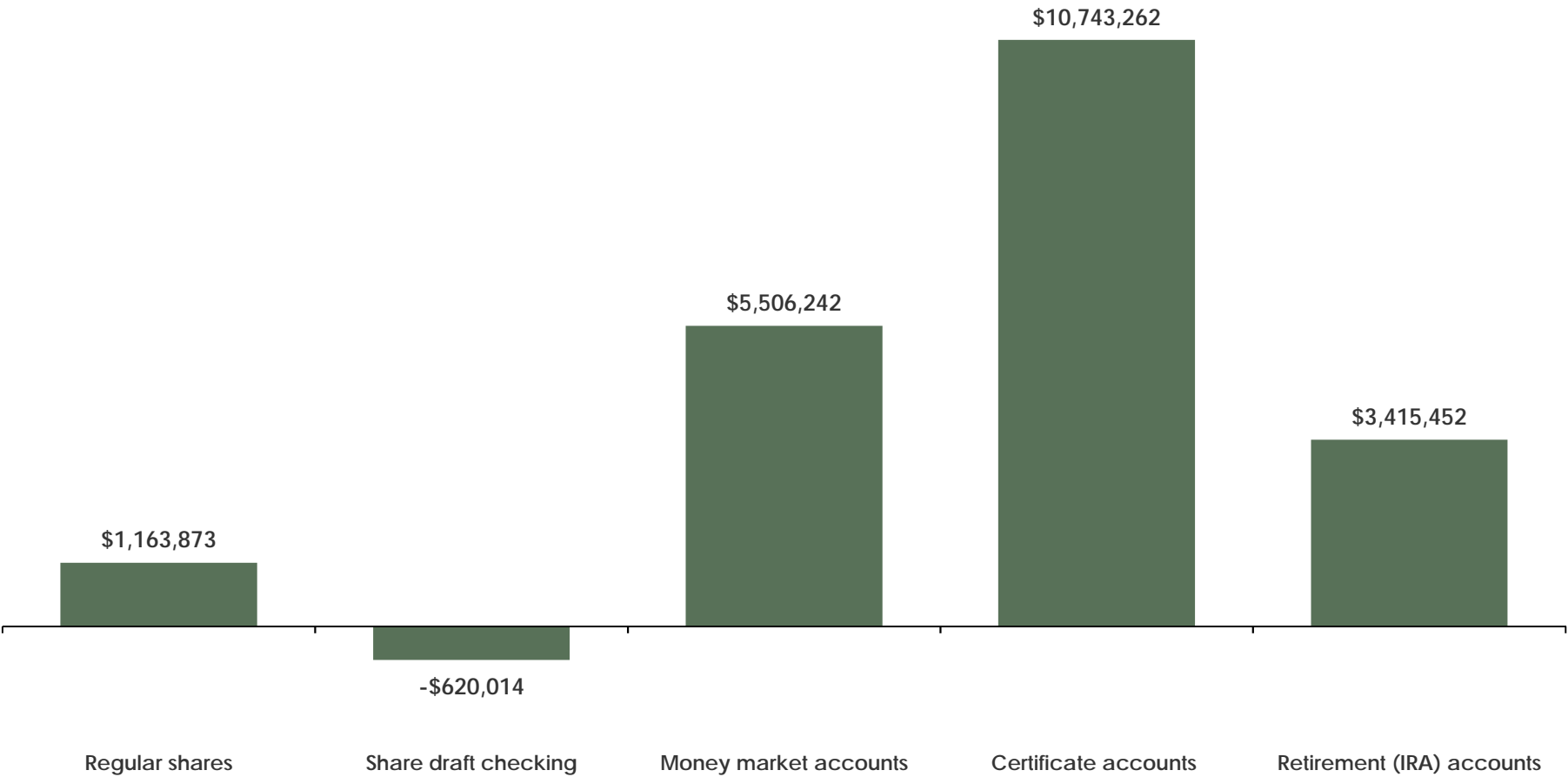
State Credit Union's Total Loan Rate Benefits

Compared to State Banking Institutions
by Loan Type



State Credit Union's Total Savings Dividend Benefits

Compared to State Banking Institutions
by Account Type



Estimated Financial Benefits for Georgia Credit Unions March 2019

Loans	Avg. Balance at Credit Unions (1)	Rate Difference vs. Georgia Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	3,414,508,434	-1.66	\$56,714,985
Used car loans	4,769,544,557	-1.98	\$94,246,200
Personal unsecured loans	563,213,085	-0.03	\$157,700
5-year adjustable rate 1st mortgage	1,585,936,732	-0.13	\$2,014,140
15-year fixed rate 1st mortgage	1,439,834,409	-0.03	\$374,357
30-year fixed rate 1st mortgage	2,279,436,176	-0.02	\$455,887
Home equity / 2nd mortgage loans	1,098,526,936	-0.53	\$5,822,193
Credit cards	761,800,250	-3.23	\$24,663,283
Interest rebates			\$4,708
Total CU member benefits arising from lower interest rates on loan products:			\$184,453,453
<i>Savings</i>			
Regular shares	7,759,151,458	0.02	\$1,163,873
Share draft checking	4,428,668,340	-0.01	-\$620,014
Money market accounts	4,268,404,413	0.13	\$5,506,242
Certificate accounts	2,733,654,505	0.39	\$10,743,262
Retirement (IRA) accounts	1,308,602,219	0.26	\$3,415,452
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$20,208,815
<i>Fee Income</i>			
Total CU member benefit arising from fewer / lower fees:			\$24,734,446
Total CU member benefit arising from interest rates on loans, savings products and lower fees:			\$229,396,714
Total CU member benefit / member:			\$108
Total CU member benefit / member household:			\$226

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of March 2019 and March 2018, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

Membership Benefits Report

CUNA Economics and Statistics

Georgia Credit Union Performance Profile

Demographic Information	Mar 19	Mar 18
Number of branches	406	410
Total assets (\$ mil)	24,630	23,782
Total loans (\$ mil)	17,209	16,290
Total surplus funds (\$ mil)	6,249	6,428
Total savings (\$ mil)	21,063	20,510
Total members (thousands)	2,151	2,131
Growth Rates (Trailing 12 months) *		
Total assets	4.3 %	4.8 %
Total loans	6.2 %	8.3 %
Total surplus funds	-1.6 %	-3.5 %
Total savings	3.4 %	4.7 %
Total members	2.1 %	2.5 %
Earnings - Basis Pts. *		
Yield on total assets	370	334
Dividend / interest cost of assets	56	41
Fee & other income	165	162
Operating expense	343	332
Loss Provisions	34	41
Net Income (ROA) after stabilization exp	102	82
Capital Adequacy		
Net worth / assets	12.5	12.1
Asset Quality *		
Delinquencies / loans	0.4	0.4
Net chargeoffs / average loans	0.5	0.5
Total borrower-bankruptcies	14	12
Bankruptcies per 1000 members	0.6	0.6
Asset/Liability Management		
Loans / savings	81.7	79.4
Loans / assets	69.9	68.5
Long-term assets / assets	27.5	27.7
Core deposits/shares & borrowings	59.1	58.6
Productivity		
Members / potential members	6.7	7.0
Borrowers / members	71.1	70.3
Members / FTE	406	415
Average shares / members (\$)	9,790	9,625
Average loan balances (\$)	11,245	10,870
Salary & Benefits / FTE	78,775	75,338

* Earnings, net chargeoffs, and bankruptcies are year-to-date numbers annualized. Due to significant seasonal variation, balance sheet growth rates are for the trailing 12 months.