

Year-End 2020

M

US¢

98.5

98.0

97.5

97.0

96.5

Dints

# CUNA Stanford FCU MEMBERSHIP BENEFITS REPORT

cuna.org/research

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### Stanford FCU

#### The Benefits of Membership

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

The Credit Union National Association (CUNA) estimates that Stanford FCU provided \$25,475,734 in direct financial benefits to its 74,358 members during the twelve months ending December 2020 <sup>(1)</sup>.

#### These benefits are equivalent to \$343 per member or \$719 per member household (2).

The per-member and per-household member benefits delivered by Stanford FCU are substantial. But, these benefits are reported as *averages*. Mathematically, that means the total benefits you provide are divided across all members (or all member households) - even those who conduct very little financial business with the credit union.

For example, financing a \$30,000 new automobile for 60 months at Stanford FCU will save members an average \$558 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$2,790 in savings over 5 years.

Further, loyal members(3) - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

CUNA estimates that Stanford FCU provided loyal high-use member households \$1956 in direct financial benefits during the twelve month period.

Stanford FCU excels in providing member benefits in many loan and savings products. In particular, Stanford FCU offers lower 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.

Stanford FCU also pays its members higher dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



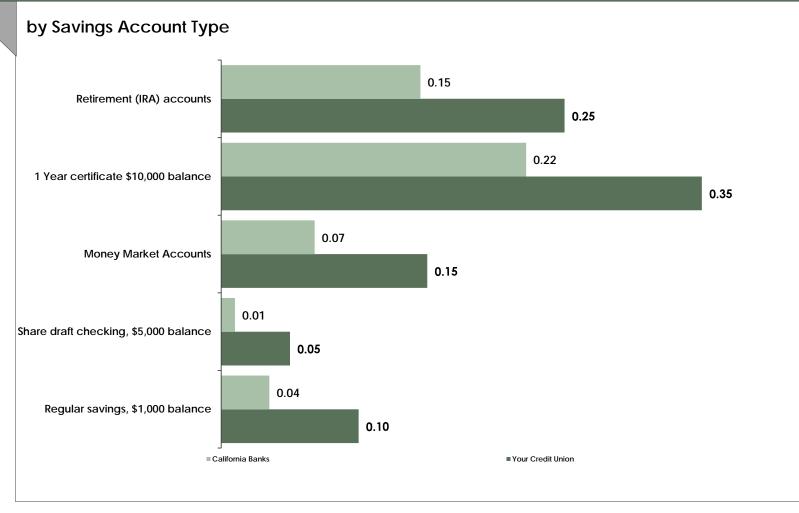
(1) Rates and fees as of 4/27/2021.

<sup>(2)</sup> Assumes 2.1 credit union members per household.

<sup>(3)</sup> A "loyal member" is assumed to have a \$30,000, 60-month new auto loan, a classic credit card with an average balance of \$5,000, a \$200,000, 30-year fixed rate mortgage (a 30-year fixed rate mortgage is replaced with a 5-year adjustable rate mortgage if it yields a greater benefit as it is assumed more in demand), \$5,000 in an interest-bearing checking account, \$10,000 in a one-year certificate account, and \$2,500 in a money market account.

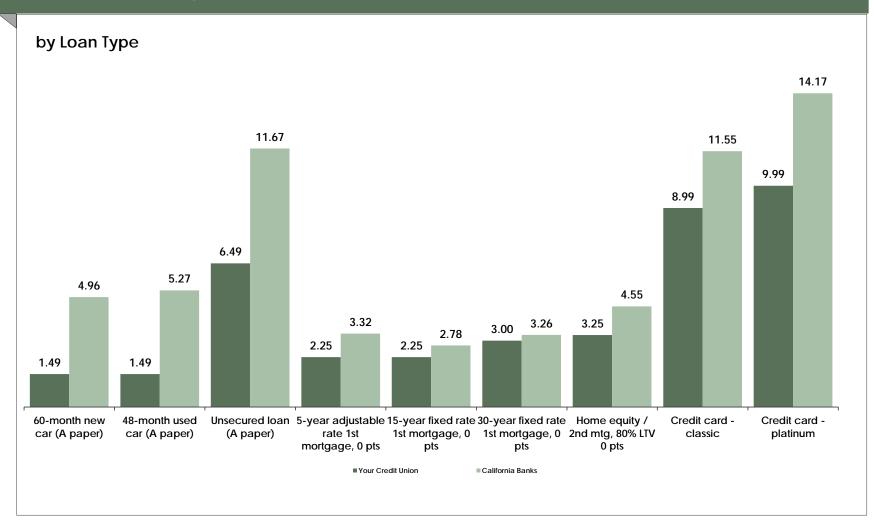
**CUNA Economics and Statistics** 

### Savings Product Comparative Interest Rates (%)

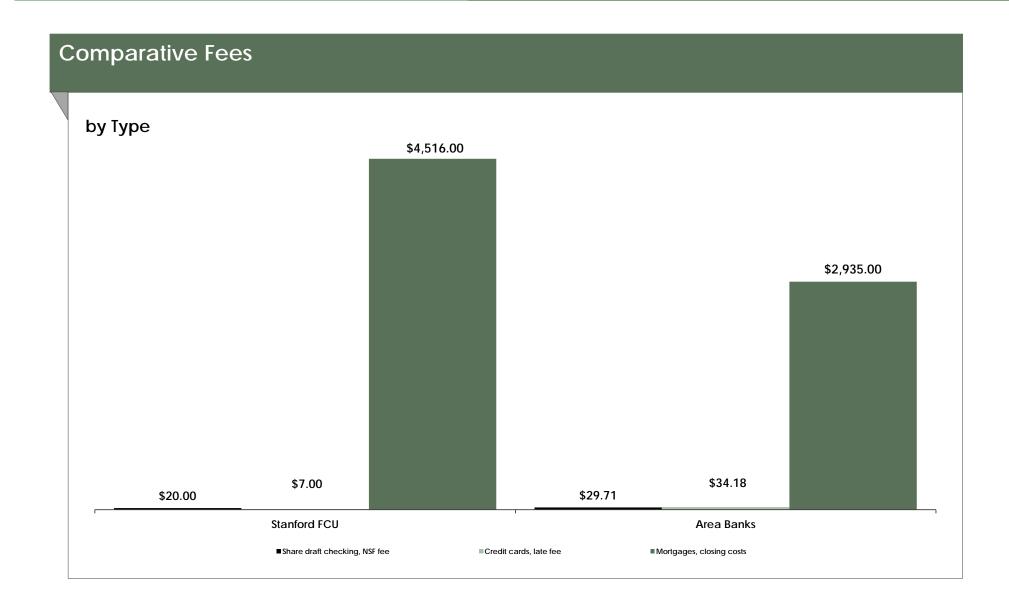


**CUNA Economics and Statistics** 

#### Loan Product Comparative Interest Rates (%)



**CUNA Economics and Statistics** 

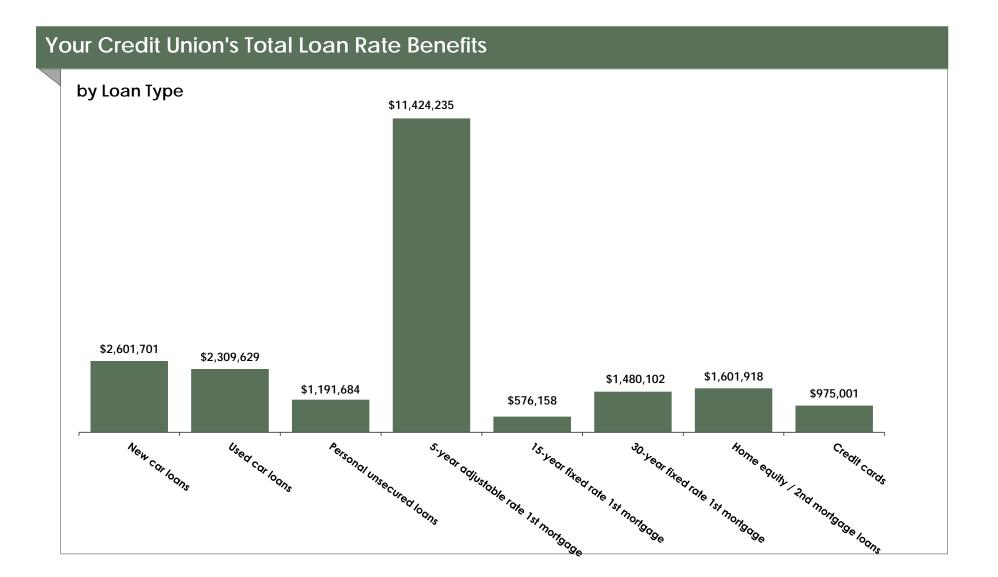


#### Interest Rates at Stanford FCU

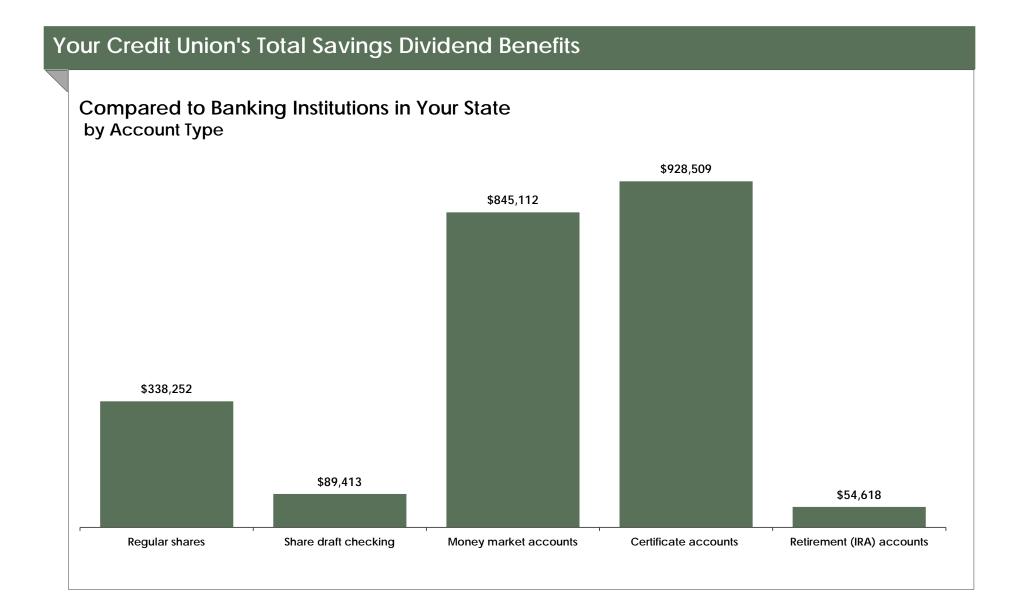
#### and Banking Institutions in California

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	1.49	4.96	-3.47
48-month used car (A paper)	1.49	5.27	-3.78
Unsecured loan (A paper)	6.49	11.67	-5.18
5-year adjustable rate 1st mortgage, 0 pts	2.25	3.32	-1.07
15-year fixed rate 1st mortgage, 0 pts	2.25	2.78	-0.53
30-year fixed rate 1st mortgage, 0 pts	3.00	3.26	-0.26
Home equity / 2nd mtg, 80% LTV 0 pts	3.25	4.55	-1.30
Credit card - classic	8.99	11.55	-2.56
Credit card - platinum	9.99	14.17	-4.18
Savings Products			
Regular savings, \$1,000 balance	0.10	0.04	0.07
Share draft checking, \$5,000 balance	0.05	0.01	0.04
Money Market Accounts	0.15	0.07	0.08
1 Year certificate \$10,000 balance	0.35	0.22	0.13
Retirement (IRA) accounts	0.25	0.15	0.11
Fee Income			
Share draft checking, NSF fee	\$20.00	\$29.71	-\$9.71
Credit cards, late fee	\$7.00	\$34.18	-\$27.18
Mortgages, closing costs	\$4,516.00	\$2,935.00	\$1,581.00

\*Rates and fees as of 4/27/2021. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

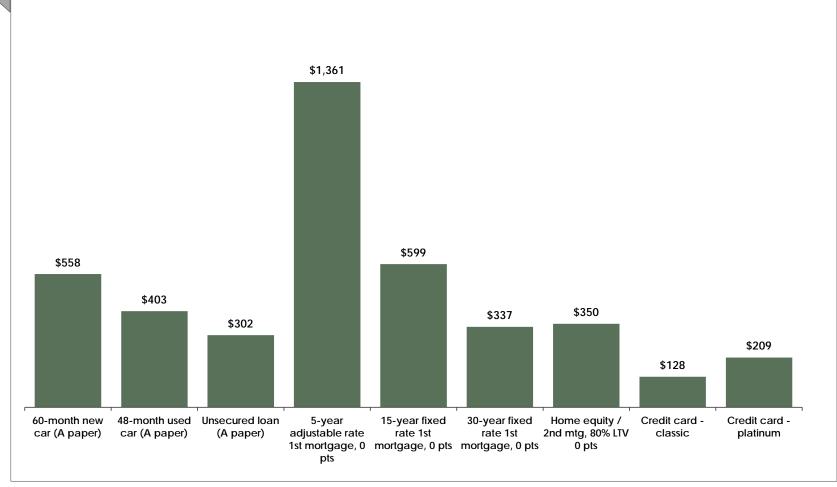


**CUNA Economics and Statistics** 



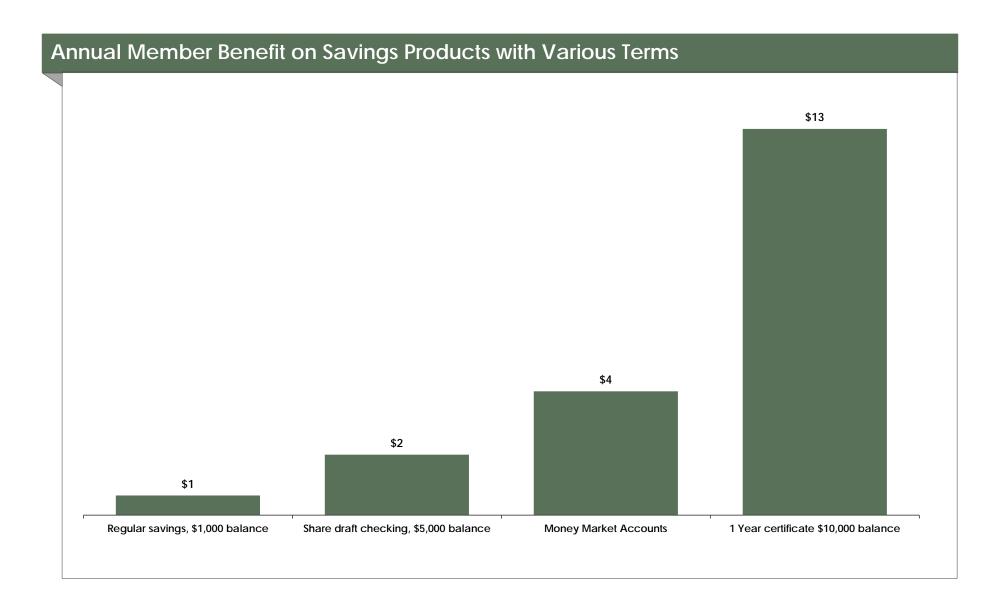
**CUNA Economics and Statistics** 





Terms on loan products included are as follows:

New Car: \$30,000; Used Car: \$20,000; Unsecured Loan: \$10,000 (5 years) 5 Year Adi; \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000 Home Equity: \$50,000; Classic Credit Card: \$10,000; Gold Credit Card: \$10,000



#### **Estimated Financial Benefits for Stanford FCU**

	Avg. Balance at Your	Rate Difference vs. California	Financial Benefit to Your
Loans	Credit Union (1)	Banks (%) (2)	Members
New car loans	74,890,637	-3.47	\$2,601,701
Used car loans	61,117,474	-3.78	\$2,309,629
Personal unsecured loans	22,992,166	-5.18	\$1,191,684
5-year adjustable rate 1st mortgage	1,069,684,913	-1.07	\$11,424,235
15-year fixed rate 1st mortgage	108,709,134	-0.53	\$576,158
30-year fixed rate 1st mortgage	573,682,980	-0.26	\$1,480,102
Home equity / 2nd mortgage loans	123,700,199	-1.30	\$1,601,918
Credit cards	32,858,727	-2.56	\$975,001
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan product	\$22,160,427		
Savings			
Regular shares	520,387,446	0.07	\$338,252
Share draft checking	223,533,493	0.04	\$89,413
Money market accounts	1,030,623,894	0.08	\$845,112
Certificate accounts	725,397,830	0.13	\$928,509
Retirement (IRA) accounts	52,017,246	0.11	\$54,618
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings prod	\$2,255,904		
Fee Income		_	
Total CU member benefit arising from fewer/lower fees:			\$1,059,403
Total CU member benefit arising from interest rates on loan and savi	\$25,475,734		
Total CU member benefit / member:	\$343		
Total CU member benefit / member household:	\$719		

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of December 2020 and December 2019 according to the NCUA call report.

(2) Rates and fees as of 4/27/2021. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Certificate of Excellence

is hereby granted to:

## **Stanford FCU**

The Credit Union National Association has determined that Stanford FCU provided \$25,475,734 in direct financial benefits to its 74,358 members during the twelve months ending in December 2020. These benefits are equivalent to approximately \$719 per member household.

Stanford FCU provided loyal high-use member households \$1,956 in direct financial benefits.

Credit unions generally provide financial benefits to members by charging less for loans, paying more on deposits and charging fewer/lower fees compared to banking institutions.

