

# ***The Benefits of Membership***

*Customized Analysis of Member Benefits For:*

**Georgia**

***December 2008***

*Prepared by:*

***Credit Union National Association  
Economics and Statistics Department***



## **About The Membership Benefits Report**

The Membership Benefits report communicates the financial value of credit union membership to credit union staff, members, potential members, community leaders and policy makers. The report compares credit union dividend rates, loan rates, and fees to those of banking institutions in the state<sup>1</sup>. It combines those comparisons with the state call report data to develop an overall estimate of the annual financial benefits provided to members.

It is important to remember that the report gives a *conservative* estimate of benefits. For example, it does not consider non-financial benefits such as access to a large ATM network, financial counseling, or auto buying services.

When interpreting the report, remember that any benefit above \$0 means credit unions are delivering financial benefits compared to the average banking institution.

Not all credit unions will deliver lofty financial benefits. Greater financial benefits tend to be found among credit unions that offer a greater variety of services and those with lower operating expense ratios (i.e., higher economies of scale). On the other hand, higher operating expense ratios tend to be associated with other non-financial benefits, such as personalized “high-touch” services.

The report measures benefits at one distinct point in time. Operational and strategic decisions – building new branches, expanding fields of membership, introducing new products – will undoubtedly be reflected in credit union pricing decisions (and estimated benefit levels).

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<sup>1</sup> The source for banking institution interest rate and fee data is Datatrac. Datatrac is the nation’s leading rate survey firm and tracks interest rates at over 15,000 institutions nationally.

# Georgia

## *The Benefits of Membership*

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

The Credit Union National Association (CUNA) estimates that Georgia credit unions provided \$153,019,605 in direct financial benefits to the state's 1,746,009 members during the twelve months ending December 2008.

**These benefits are equivalent to \$88 per member or \$167 per member household <sup>(1)</sup>.**

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 \$224 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 saving products. In particular, Georgia credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, home equity loans, credit cards loans.

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

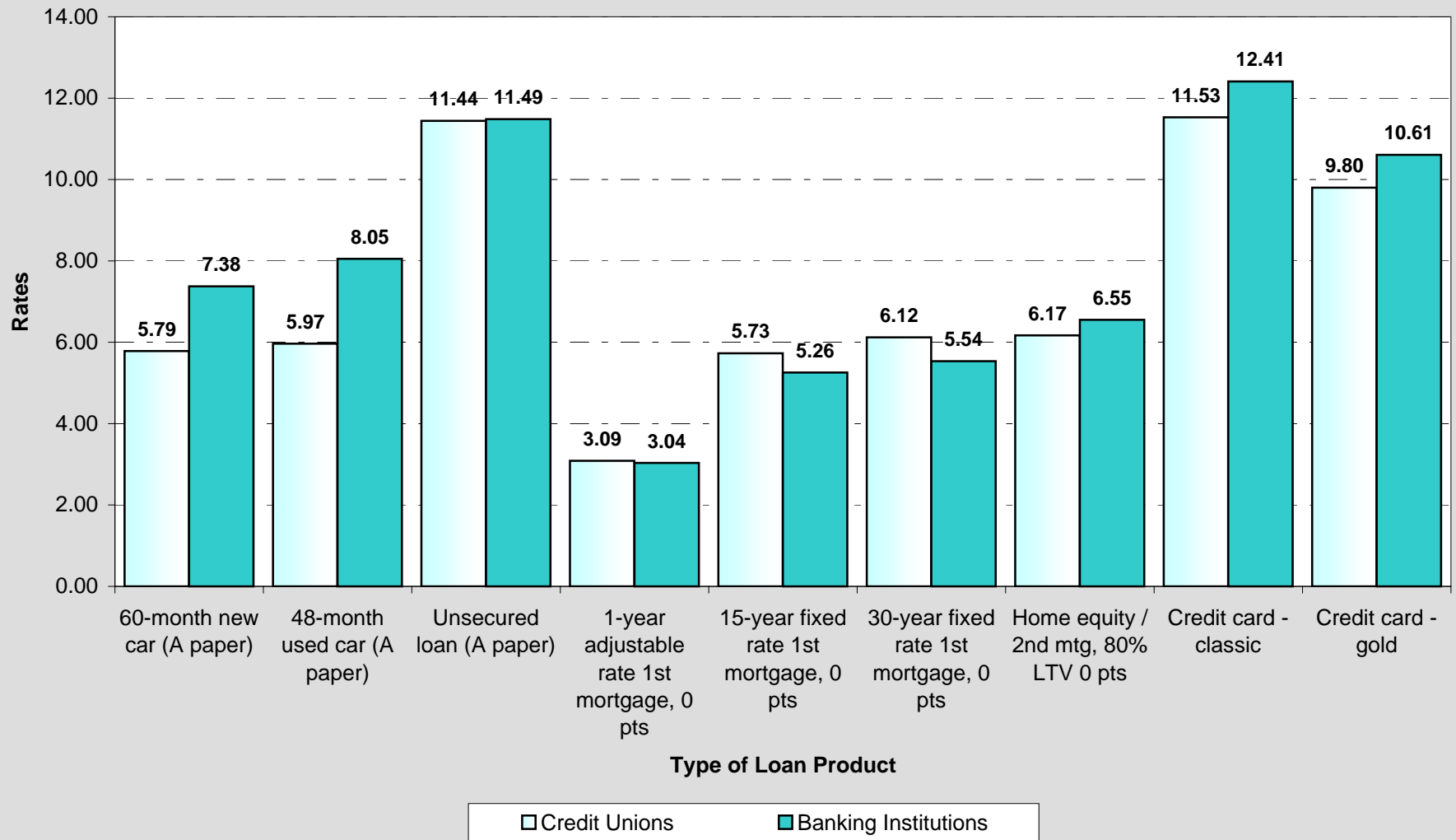


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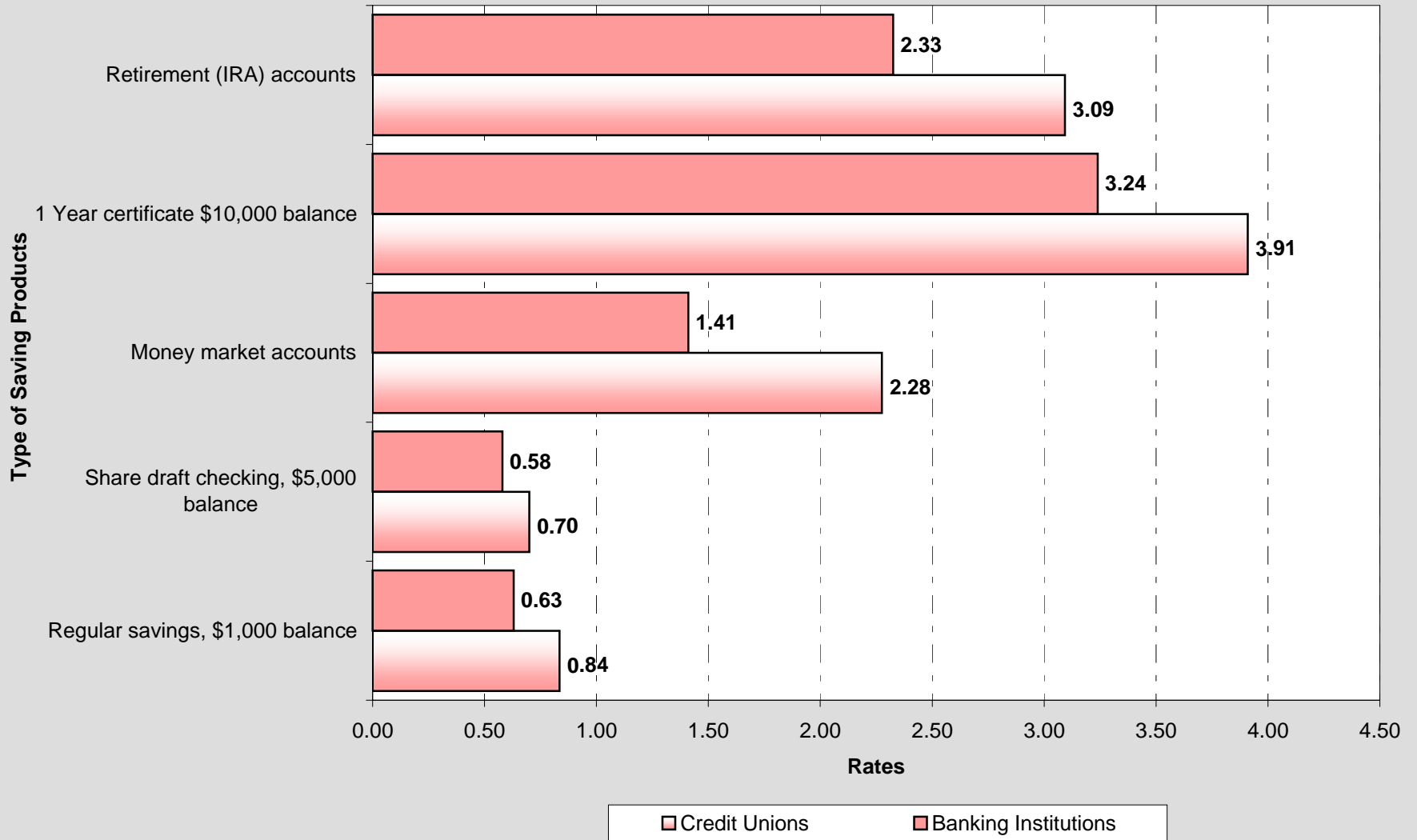
Source: Datatrac, NCUA, and CUNA.

(1) Assumes 1.9 credit union members per household.

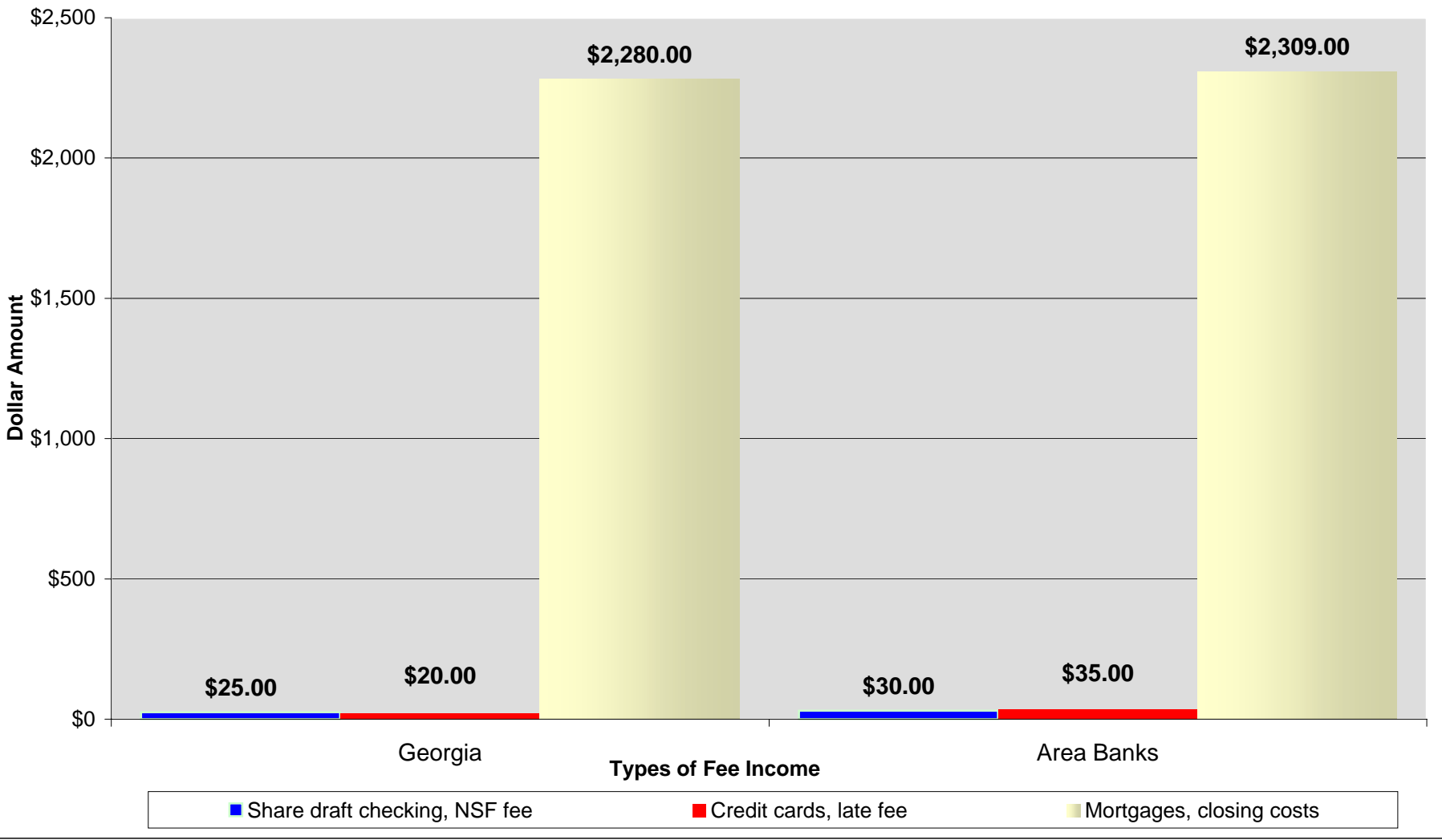
## Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



## Recent Comparative Interest Rates for Credit Unions Saving Products Credit Unions vs. Banking Institutions



### Selected 2008 Credit Union Fees compared to Banking Institutions

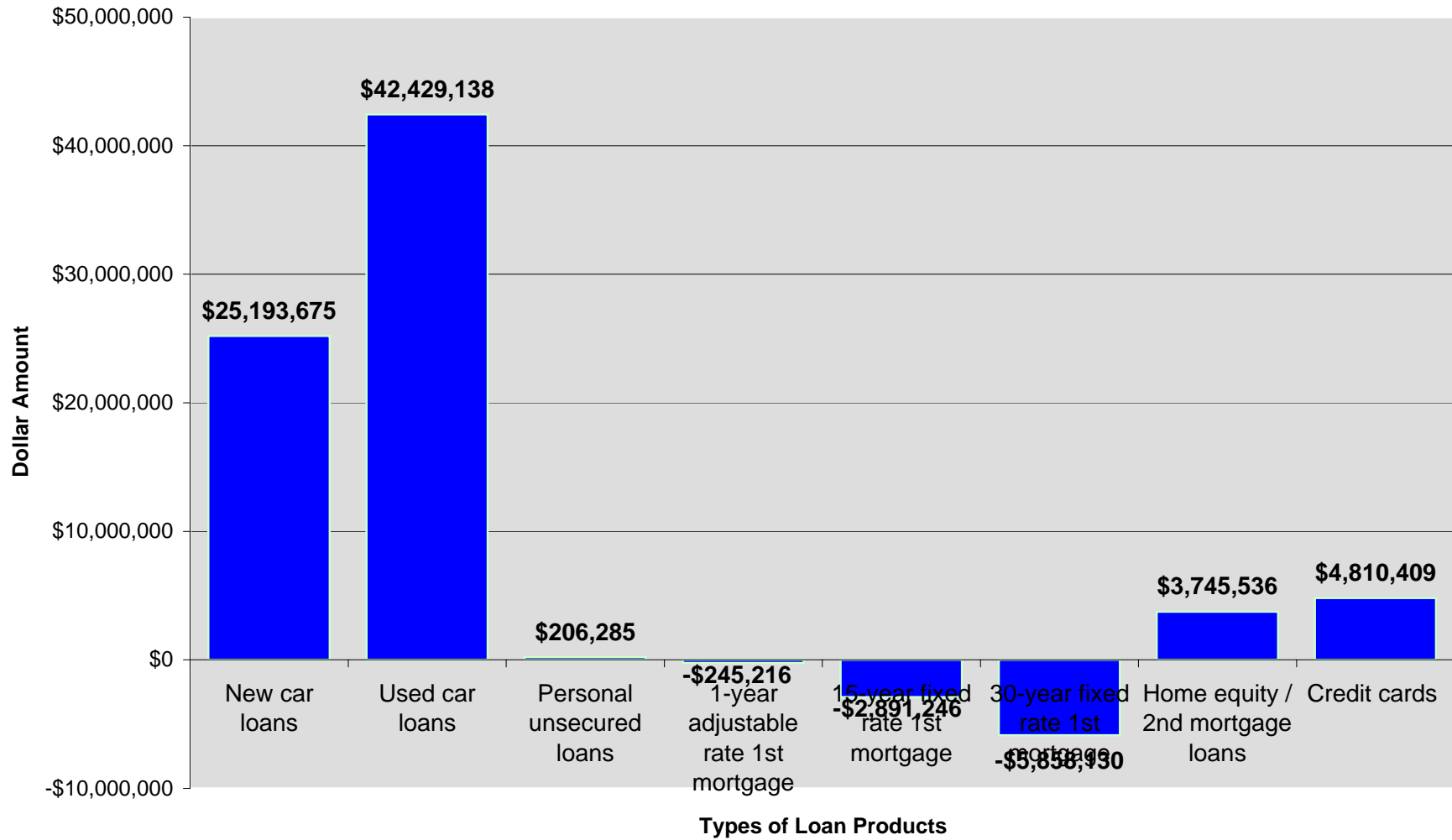


**Georgia**  
**Credit Union and Banking Institution**  
**2008 Average Interest Rates and Fees**

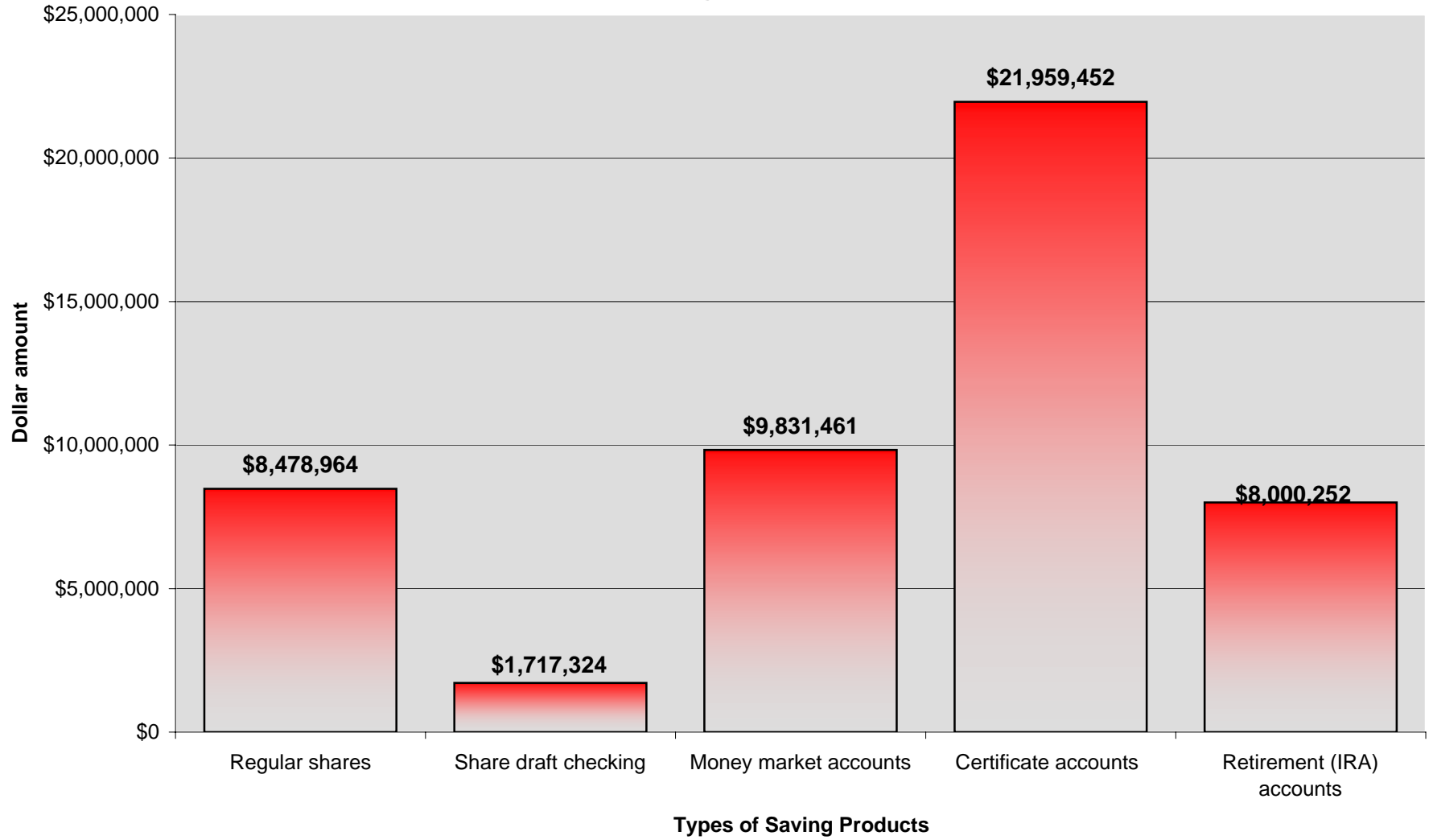
<b>Loan Products</b>	<b>Average Rate at Credit Unions (%)</b>	<b>Average Rate at Banks (%)</b>	<b>Rate Difference vs. Banks (%)</b>
60-month new car (A paper)	5.79	7.38	-1.59
48-month used car (A paper)	5.97	8.05	-2.09
Unsecured loan (A paper)	11.44	11.49	-0.04
1-year adjustable rate 1st mortgage, 0 pts	3.09	3.04	0.05
15-year fixed rate 1st mortgage, 0 pts	5.73	5.26	0.48
30-year fixed rate 1st mortgage, 0 pts	6.12	5.54	0.59
Home equity / 2nd mtg, 80% LTV 0 pts	6.17	6.55	-0.38
Credit card - classic	11.53	12.41	-0.88
Credit card - gold	9.80	10.61	-0.81
<b>Savings Products</b>			
Regular savings, \$1,000 balance	0.84	0.63	0.21
Share draft checking, \$5,000 balance	0.70	0.58	0.12
Money market accounts	2.28	1.41	0.87
1 Year certificate \$10,000 balance	3.91	3.24	0.67
Retirement (IRA) accounts	3.09	2.33	0.77
<b>Fee Income</b>			
Share draft checking, NSF fee	\$25.00	\$30.00	-\$5.00
Credit cards, late fee	\$20.00	\$35.00	-\$15.00
Mortgages, closing costs	\$2,280.00	\$2,309.00	-\$29.00

Source: Datatrac

## Estimated Credit Union Loan Rate Benefits vs. Banking Institutions



### Estimated Credit Union Savings Dividend Benefits vs. Banking Institutions



## Estimated Georgia Credit Unions Financial Benefits 2008

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Georgia Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	1,584,507,867	-1.59	\$25,193,675
Used car loans	2,034,970,630	-2.09	\$42,429,138
Personal unsecured loans	458,410,647	-0.04	\$206,285
1-year adjustable rate 1st mortgage	490,431,297	0.05	-\$245,216
15-year fixed rate 1st mortgage	608,683,415	0.48	-\$2,891,246
30-year fixed rate 1st mortgage	1,001,389,784	0.59	-\$5,858,130
Home equity / 2nd mortgage loans	985,667,388	-0.38	\$3,745,536
Credit cards	558,538,056	-0.88	\$4,810,409
Interest rebates in period			\$2,647,397
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$70,037,847</b>
<u>Savings</u>			
Regular shares	4,136,079,964	0.21	\$8,478,964
Share draft checking	1,431,103,068	0.12	\$1,717,324
Money market accounts	1,136,585,090	0.87	\$9,831,461
Certificate accounts	3,277,530,131	0.67	\$21,959,452
Retirement (IRA) accounts	1,042,378,173	0.77	\$8,000,252
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on saving products:</b>			<b>\$49,987,453</b>
<u>Fee Income</u>			
<b>Total CU member benefit arising from fewer/lower fees:</b>			<b>\$32,994,305</b>
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			<b>\$153,019,605</b>
<b>Total CU member benefit / member:</b>			<b>\$88</b>
<b>Total CU member benefit / member household:</b>			<b>\$167</b>

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of year-end 2007 and year-end 2008, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

**Georgia**  
**Performance Profile**

<b>Demographic Information</b>	<b>Dec-08</b>	<b>Dec-07</b>
Number of branches	444	428
Total assets (\$ mil)	13,743	12,609
Total loans (\$ mil)	8,410	7,786
Total surplus funds (\$ mil)	4,711	4,270
Total savings (\$ mil)	11,635	10,614
Total members (thousands)	1,772	1,737
<b>Growth Rates</b>		
Total assets	9.7 %	6.4 %
Total loans	8.9 %	9.4 %
Total surplus funds	10.7 %	0.5 %
Total savings	10.3 %	6.4 %
Total members	2.9 %	2.0 %
<b>Earnings - Basis Pts.</b>		
Yield on total assets	547	583
- Dividend/interest cost of assets	231	266
+ Fee & other income	152	147
- Operating expense	358	362
- Loss Provisions	49	34
= Net Income (ROA)	60	68
<b>Capital adequacy</b>		
Net worth / assets	13.7	14.3
<b>Asset quality</b>		
Delinquencies / loans	1.1	0.7
Net chargeoffs / average loans	0.7	0.6
Total borrower-bankruptcies	32	24
Bankruptcies per 1000 members	3.1	2.4
<b>Asset/Liability Management</b>		
Loans / savings	72.3	73.4
Loans / assets	61.2	61.8
Long-term assets / assets	25.6	24.0
Core deposits/shares & borrowings	47.1	53.6
<b>Productivity</b>		
Members/potential members	9.6	10.7
Borrowers/members	49.6	47.3
Members/FTE	413	413
Average shares/members (\$)	6,567	6,109
Average loan balances (\$)	9,563	9,478
Salary & Benefits/FTE	55,072	52,765