

# Lender\*VP

## 50,000 Mile Tune-Up

“Put your lending machine in overdrive with a Lender\*VP “50,000 Mile Tune-Up.”



**YOUR LENDER\*VP TEAM WILL HELP YOU UNCOVER WAYS TO GENERATE INCOME, REDUCE COSTS AND MAXIMIZE USE OF STAFF TIME. KEY TO THE SUCCESS OF THE 50,000 MILE TUNE-UP IS HANDS-ON ASSISTANCE AT YOUR SITE BY A LENDER\*VP TEAM MEMBER.**

**Your 50,000 Mile Tune-Up will include:**

- The complete 5,000 Mile Tune-Up *plus* the 25,000 Mile Tune-Up additions.
- A complete lending audit and diagnosis by the Lender\*VP team.
- Specific recommendations to increase your lending effectiveness, along with an implementation plan.
- Assistance with marketing initiatives to follow-up on opportunities discovered.
- Monthly management reports and rate comparisons, custom tailored to your specifications.
- Quarterly on-site reviews
- One full year of hands-on lending performance support by a Lender\*VP specialist. Investment is only \$1,000.00 per month, plus travel and expenses.

## Choose this diagnostic inspection and overhaul plan to get your lending engine running like new!

Take advantage of the experience and expertise of the Lender\*VP team. Senior team members are experienced lending pros who work every day with credit union lending staffers across the US. Your Lender\*VP Team will be delighted to review how the 50,000 Mile “Tune-Up” will benefit your lending organization. If the opportunity exists they will be happy to review it at an ALCO, management, or board meeting.

- **CUSTOM, MARKET BASED RATE COMPARISONS.** Improve your margins by using rate comparisons generated for local institutions where your members actually borrow.
- **LENDER\*VP.** Comprehensive, on-site analysis of your lending operation, followed by specific recommendations and one full year of hands-on lending support.
- **LENDER\*RE.** A new kind of mortgage loan servicing vendor, Lender\*RE combines the power of CU\*BASE, your team, and Lender\*RE experts to provide servicing that your members identify with you.

*continued...*

# Lender\*VP

## 50,000 Mile Tune-Up



- **RETAILER DIRECT.** Open up dozens of new "lending branches" with businesses in your community. Retailer Direct enables your local business partners to deliver loan applications directly to your CU\*BASE lending operation.
- **LENDER ON THE ROAD.** Here's your opportunity to process loan applications where the action is: boat shows, dealer showrooms, community expos, etc. Lender on the Road enables you to process loans anywhere there is an internet connection.
- **LENDER\*VP COLLECTIONS** You can increase the productivity of your collection operation, as you need it. Lender\* VP Collections will assist you, full time, part time, or on a per project basis.
- **CUSTOM AUDITS.** Lender\* VP experts bring their in-depth knowledge of lending and CU\*BASE to tackle those projects you just can't find the time to get to.
- **DEALER TRACK.** This is a must for indirect lending and automated financing. The Lender\*VP Team will demonstrate how Dealer Track can impact your bottom line, and how quickly you can add the capability to your operation.
- **CREDIT CARD SERVICES.** Your members can view their credit card as one more terrific service offered by your credit union. Lender\*VP professionals will be happy to review opportunities for online and third party processing.

## Your 50,000 Mile Tune-Up includes these 25,000 Mile Tune-Up benefits.

- **LOAN CATEGORY REVIEW.**  
Are you missing out on loans because your members are taking their lending needs down the street? Team up with a Lender\*VP expert to review your lending "big picture". Once you compare your lending line-up with your competition, and with other CU\*Answers clients, you can make plans to capitalize on opportunities.
- **LOAN PRODUCTS REVIEW.**  
Have you configured risk based pricing, loan officer checklists, taken advantage of offering loans online (with or without a discount), configured loan insurance and miscellaneous insurance products, flexible terms and more?
- **COLLECTION CONFIGURATION.**  
Are you maximizing your collections potential? Your Lender\*VP team can show you how "tweaking" your Collection Configuration can supercharge the profitability of this department.
- **MARKETING CLUB REBATE.**  
Are your rebate parameters producing maximum results? Marketing clubs provide an excellent way to build member loyalty. Not rebating enough can be worse than rebating too much.
- **VARIABLE RATE CODES.**  
Do you offer variable rate loans today? Are you taking advantage of updating variable rates, contracts, mini-contracts or rate codes? What does it all mean and how can it positively impact my bottom line?
- **PRIME ALLIANCE/REAL ESTATE.** The Prime Alliance partnership enables you to offer on-line mortgage applications 24/7. Since more and more members are choosing the on-line option, you may be missing out on opportunities to serve your best members. Prime Alliance offers several levels of participation, plus they provide disclosure information and management reports.
- **DECISION MODEL.** 247 Lender enables you to make automatic decisions on the very best and very worst applications, from any delivery channel you choose. This enables your lending staff to concentrate on those potential money-makers that require underwriting judgment.
- **CROSS SALES.** The best source for "new business" is with your current members. Everyone in your organization that meets or talks with members must be skilled in cross selling. Help your staff tune in on opportunities by making use of Cross Sales tools.

And...  
the 5,000 Mile  
money-makers  
are included as  
well!

For more details, or to set up your Tune-Up, contact Geoff Johnson [gjohnson@cuanswers.com](mailto:gjohnson@cuanswers.com), (800.327.3478x154), or John Yeomans [jyeomans@cuanswers.com](mailto:jyeomans@cuanswers.com), (800.327.3478 x203).