

Q&A Session for WEBINAR #17:
WORLD CLASS LENDING – WHAT DOES IT TAKE
AND ARE YOU WILLING TO MAKE THE
COMMITMENT

Q: Would you go so far that if a member did not have a checking account with you that you would not do the loan without having the checking account and direct deposit moved?

A: The answer is no I would not make it a requirement. Having said that, your employees should really be pushing checking and savings accounts a full member relationship. Some credit unions will offer a discount on the loan if you have direct deposit and a checking/savings account. If they are choosing you only for the loan you need to find out what their motivation was and if they tell you it is to save money then show them how much more you can save them by bringing all their business over.

Q: A long term mbr that has a good relationship but has a known gambling problem, would we continue to make unsecured loans to him?

A: That is a tough question without knowing all the facts. Is there evidence that the member spending habits have changed, that his debts are steadily increasing, and he is continually try to have you bail him out. If that is the case you should be able to show the member that he is getting deeper and deeper into debt and if you can tell by activity on his credit card with you that he is usually frequently at the casinos then be willing to tactfully address the issue by showing him these trends. At some point and time you are going to have the loans off and let him know that there is a limit the credit union is comfortable with without collateral and you can't exceed that limit.

Q: What are the best questions that the marketing department can ask the membership in the lobbies?

A: Find out what motivated the member to come in, tell them you are glad they are, let them know you are with the marketing department and let them know about all the specials you have going on that they may not have heard of. If they show an interest in what you are talking about immediately escort them over to a loan person.