



WEBINAR 46 | HOSTED BY REX JOHNSON

CLIMBING the CREDIT LADDER



Credit Unions Exist to Serve the Needs of Their Members

- They are not interested in what you <u>can't</u> do for them; what they are very interested in is what you <u>can</u> do for them
- What members expect when they have great credit and high scores:
 - Service they won't wait because you are "too busy", they have options
 - Not interested in filling out paperwork they have already filled out before
 - They want and expect it to be fast and easy
 - They also want the best rates they can get and ask you to go even lower
 - They do not want to be sold something they don't need
 - The only reason they will take your product is when you save them money





Credit Unions Exist to Serve the Needs of Their Members (continued)

- They want you to know and recognize they have worked hard and are proud of their accomplishments.
- Tell them you appreciate their business and let them know how much you care, they are family and always come to us first.
- The good news is that they will pay you. The bad news is that you won't earn much because your competition wants their business too. They will also probably pay off their loan early because they don't like owing you or anybody else.





Helping Members Who Need It Most

- They want someone to tell them something that they don't already know.
- They want someone who is friendly, knows how to smile, and listen.
- Climbing the credit ladder from 400 all the way to 700+ - it can be done! We will show you how, and they will never forget you!
- Be just as positive with the 400 member as you are with all your members, all the way up the ladder!
- Remember, bad things happen to good people, its up to us to come up with a solution and never judge.







Remember...

- You must be willing to take risk. Most CUs deny 50-75% of loans – that's way too high!
- Their score should never be their primary focus.
- We will show you how easy it is.

There is no better job satisfaction than people helping people.





New Member Example

- Joined credit union for \$5 deposit
- We found out nothing about her
- Has a car loan with Santander for \$13,600; she has made 34 payments and never missed a single payment
 - Santander has a yield of 19.45%
 - She has paid \$13,736 and still owes \$5,324
 - Santander will make a lot of money on this member
- We got nothing, we don't know the motivation for joining and we left money on the table.

This was a lose/lose for everyone.





She is also scoring 566 because she has no revolving accounts. We have a product to fix this. If she opens up our credit card and keeps it less than 30% used, she can immediately pick up 70 points. How many would say 'yes' with a score in the mid-600s?

<FOR> <SUB NAME> <MKT SUB> <INFILE> <DATE> <TIME> FCU (I) 9/08 07/11/15 10:13CT <SUBJECT> <SSN> <BIRTH DA , ELIZABETH <ALSO KNOWN AS> <CURRENT ADDRESS> <DATE RPT 9/08 <FORMER ADDRESS> <POSITION> <CURRENT EMPLOYER AND ADDRESS> OFFICE CLERK 6/12 <FORMER EMPLOYER AND ADDRESS> CASHIER 9/08V 9/08 CIAL MESSAGE ***ID MISMATCH ALERT: CURRENT INPUT ZIP CODE INVALID*** ****SSN YEAR OF ISSUANCE : INPUT SSN ISSUED: 1990 - 1991; STATE: ME ISSUED: 1990 - 1991; STATE: ME; AGE OBTAINED: 00 TO 01) *** PROFILE : 040, 027, 014, CO CLASSIC 08 SCORE CREDIT SUM TOTAL FILE COL-19 NEG=0 HSTNEG=0 RVL=0 INST=1 MTG=0 OPN=0 INO=3 CRED LIM BALANCE PAST DUE MNTHLY PAY AVAILABLE INSTALLMENT: \$13.6K \$ \$5324 \$0 \$404 \$13.6K \$ \$0 \$5324 \$404 COLLECTIONS SURNAME SUBCODE ECOA OPENED CLOSED \$PLACED CREDITOR ACCOUNT# VERIFIED BALANCE REMARKS THOMAS AGNCY Y 8/14 MEDICAL \$3298 11/14A \$3298 PLACED FOR COLLECTIO THOMAS AGNCY Y 8/14 \$282 MEDICAL 11/14A \$282 PLACED FOR COLLECTIO 7/14 \$77 THOMAS AGNCY MEDICAL 10/14A \$77 PLACED FOR COLLECTIO 7/14 \$57 THOMAS AGNCY 10/14A \$57 PLACED FOR COLLECTIO 7/14 THOMAS AGNCY \$273 MEDICAL_ 10/14A \$273 PLACED FOR COLLECTIO STELLAR REC 5/14 \$106 01 TIME WARNER CAB 09B 6/14A \$106 PLACED FOR COLLECTIO 2/14 THOMAS AGNCY I \$165 MEDICAL 09B

It's a shame she is D paper because she pays her car and has no collections other than medical (note: if you are using FICO version 9 or newer you would never have seen these medical collections). If these were gone, her score would be in the 700s. What an opportunity for us! Do you think she will tell others on how we helped her credit score? (Note her age.)

			5/14A	\$165	PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	2/14 5/14A	\$404 \$404	MEDICAL. 09B PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	2/14 5/14A	\$134 \$134	MEDICAL 09B PLACED FOR COLLECTIO
THOMAS ACNOY	Y	I	2/14 5/14A	\$1456 \$1456	MEDICAL 09B PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	12/13 3/14A	\$7753 \$7753	MEDICAL 09B PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	11/13 2/14A	\$1236 \$1236	MEDICAL 09B PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	10/13 1/14A	\$796 \$796	MEDICAL 09B PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	7/13 10/13A	\$89 \$89	MEDICAL 09B
THOMAS AGNCY	Y	. I	7/12 11/12A	\$370 \$370	MEDICAL 09B PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	7/12 10/12A	\$114 \$114	MEDICAL 09B PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	7/12 10/12A	\$228 \$228	MEDICAL 09B PLACED FOR COLLECTIO
THOMAS AGNCY	Y	I	12/11 3/12A	\$141 \$141	MEDICAL 09B PLACED FOR COLLECTIO
FCO	Y	С	11/13 11/ 12/14A	\$0	09 VILLAGE 09P ACCT INFO DSP BY CSM
ACCOUNT# ECOA COLLATRI	F LE E S	VERFIE CLSD/E (8/12 6/15	\$13.6K \$5324 	TERMS MAX	MDELQ PAYPAT 1-12 MOP PAYPAT 13-24 MO 30/60/90 1111111111111111 11111111111 34 0/ 0/ 0
C R E D I T	REPOR	T SE	RVICE	D B Y :	800-888-4213

2 BALDWIN PLACE, P.O.BOX 1000, CHESTER, PA. 19022

Consumor disalogues on he obtained anlies through managed at

Note: Only 17 payments left on the loan – we should not only be looking at refinancing, but making sure we get the next car loan too!

Santander will make a minimum of \$6,000 on this loan.

How do we make sure the member with less than perfect credit is getting a good price on their auto?

- Teach your member to not let the dealer pull their credit. Remember they are not borrowing money, we are their money.
- If the member says the dealer told me "he has to do this," just tell your members to get up and walk out; they will chase them.
- Make sure the dealer knows it's a cash deal.
- 4. Tell your member to dress for success.
- 5. Get a diagnostic check done to ensure the car is in good shape.

I believe passionately that a 500 and an 800 score should pay the same on the price of the auto.





Showing Members How Much They Can Save By Improving Their Scores

Loan Amount	Term	Score	Rate	Payment	Total of Payments	Interest Paid	Savings
\$20,000	60 mos.	730+	2.95%	\$359.00	\$21,540.42	\$1,540.42	\$0
\$20,000	60 mos.	680-729	3.95%	\$367.95	\$22,077.29	\$2,077.29	\$536.87
\$20,000	60 mos.	640-679	5.95%	\$386.26	\$23,175.78	\$3,175.78	\$1,635.36
\$20,000	60 mos.	600-639	11.95%	\$444.45	\$26,666.71	\$6,666.71	\$5,126.29
\$20,000	60 mos.	550-599	14.95%	\$475.33	\$28,519.82	\$8,519.82	\$6,979.40
\$20,000	60 mos.	549 and below	17.95%	\$507.38	\$30,442.60	\$10,442.60	\$8,809.18

Note: The "E" paper member will end up paying \$148.38 more than the "A+" member pays per month. The cumulative interest is \$8,809.18 more than the "A+" member has to pay over 60 months.

The point is this: It pays to have a good score.

Very important

- 1. Show the members their scores.
- 2. Show them how many points they need to get to the next level.
- 3. They need to clearly understand what it takes.
- 4. Finally, offer them the opportunity to refinance their loan after 1 year, if they contact you, provided their score has improved.

What Road To Choose

Understanding the Credit Score

Turn Your Score Around Faster Than You Ever Thought





- 730-830=A+ or Platinum
- 680-729=A
- 640-679=B
- 600-639=C
- 550-599=D
- 549 & Below=E

2. What Makes Up Your Credit Score?

- 35% = Payment History (i.e. on-time pays or delinquencies)
 - More weight on current pay history
- 30% = Amount Owed (a.k.a. Capacity)
- 15% = Length of Credit
- 10% = New Credit (accumulation of debt in the last 12-18 months)
 - # of inquiries
 - Opening dates
- 10% = Type of Credit
 - Installment (can raise) vs. revolving (can lower)
 - Finance company loans can lower your score

3. What Actions Will Hurt Your Score?

- Missing payments
- Credit cards at capacity (i.e. maxing out credit cards)
- · Shopping for credit excessively
- Opening up numerous trades in a short time frame
- Having more revolving debts in relation to installment debts
- Closing credit cards out (this could lower available capacity)
- Borrowing from finance companies

4. How Can You Improve Your Score?

- Pay off or pay down on your credit cards
- Do not normally close credit cards as it may decrease your capacity. The exception to this is when you have had a bad experience with credit cards and you don't want to go down that road again.
- · Move your revolving debt into installment debt
- Continue to make payments on time (older late pays will become less significant with time)
- · Slow down on opening new accounts
- Acquire a solid credit history with years of experience

5. Approximate Credit Weight for Each Year:

- 40% = Current to 12 months
- 30% = 13-24 months
- 20% = 25-36 months
- 10% = 37 + months





A Turndown Worth a 2nd Look

An example where the non-member paid his last car loan, never missed a payment in three years, graduated from college, and has a stable job.

"If you are focusing on the problem, you can't see the solution!"





		Amount Requested \$ 22,386.50	SHE IS PEADY	
Repayment: Payroll Deduction	Billing Notice Automatic P	ayment Web Pay Other	U,	
APPI	LICANT	CO-APPLICANT NON-APPLICAN	IT SPOUSE/OTHER GUARANTO	R
NAME (Last - First - Initial) AYESHA	ACCOUNT NUMBER	NAME (Last - First - Initial)	ACCOUNT NUMBER	_
SOCIAL SECURITY NUMBER	MOTHER'S MAIDEN NAME	SOCIAL SECURITY NUMBER	MOTHER'S MAIDEN NAME	
E-MAIL ADDRESS	FAX NUMBER	E-MAIL ADDRESS	FAX NUMBER	_ [
BIRTH DATE HOME PHONE	BUSINESS PHONE/EXT.	BIRTH DATE HOME PHONE	BUSINESS PHONE/EXT.	Loan Summary
PRESENT ADDRESS (Street - City - State - Zip)	OWN RENT	PRESENT ADDRESS (Street - City - State - Zip)	OWN RENT	Lots to like:
30 B IRVING PLACE	YEARS/MONTHS AT THIS ADDRESS 4 y 5	HE MUST BE PAYING	YEARS/MONTHS AT THIS ADDRESS	Knows the car she wants
PREVIOUS ADDRESS (Street - City - State - Zip)		PREVIOUS ADDRESS (Street - City - State - Zip)		 Had been paying rent 4 years – she must be
PURCHASE PRICE OF HOME: PRESENT HOME VALUE:		PURCHASE PRICE OF HOME: PRESENT HOME VALUE: \$ \$		paying
MORTGAGE BALANCE	E BALANCE MONTHLY PAYMENT (MORTGAGE/RENT)		MONTHLY PAYMENT (MORTGAGE/RENT)	 Job time is 6 years – she must like it, they
PLEASE COMPLETE ONLY IF YOU ARE APPLYING FOR JOINT CREDIT, SECURED CREDIT, OR IF YOU LIVE IN A COMMUNITY PROPERTY STATE.		PLEASE COMPLETE ONLY IF YOU ARE APPLYING YOU LIVE IN A COMMUNITY PROPERTY STATE.	FOR JOINT CREDIT, SECURED CREDIT, OR I	must like her
	NMARRIED (Single - Divorced - Widowed)		NMARRIED (Single - Divorced - Widowed)	 She was buying a car that was only 65% of her
	EMPLO	DYMENT		
NAME AND ADDRESS OF EMPLOYER UNIV OF		NAME AND ADDRESS OF EMPLOYER	0.	income
		SHE HAS COONE TO	i College	She is not a bankruptcy threat
HIRE DATE 2/21/2009	SENIOR REG ASSISTANT	HIRE DATE COOKS LIKE	PASITION (DOOD)	 She has hardly any unsecured debt
PRIOR EMPLOYER		PRIOR EMPLOYED OB. #	As she	She had paid another car for 34 months and
	INC	OME GRADUATE E L	Sill She Stray	never missed a payment
OTHER INCOME NOTICE: Alimony, child support, or separate maintenance		OTHER INCOME NOTICE: Alimony, chi	ild support, or separate maintenance	never missed a payment
income need not be revealed if you do		income need not be revealed if you do n		
\$ 3,006.25 PER Month	OTHER INCOME (GROSS) \$ PER	\$ PER Month	OTHER INCOME (GROSS) \$ PER	
V S,SSS.ED	SOURCE	,	SOURCE	





LOAN TERMS Product Code Payment Due Day 6 Amount Requested \$22,386.50 **First Payment Date Amount Approved** \$0.00 Initial Balloon Amount \$0.00 **Down Payment** \$0.00 GAP \$0.00 Loan Term 6 year(s) 0 month(s) Rate 0.000% **Debt Cancellation** \$0.00 Estimated Vehicle Payment \$0.00 VEHICLE INFORMATION 2016 TOYOTA COROLLA-4 CYL. T NEW CAR I Y \$22,386.50 LE 3 You should be The Good yield Vehicle Mileage VIN Is New? Estimated Value **TRADE VEHICLE** Vehicle VIN Value \$0.00

There were no loan notes or effort put into this loan. It was easy to say 'no' because of the score.





Payment

Allowance \$0.00

Payoff

\$0.00

\$0.00

Monthly Rent:

\$900.00

Denial Reasons

Is Denied? True

Delinquent past or present credit obligations with others. Excessive obligations in relation to income. Garnished, attachment, foreclosure, repossession, collection action or judgment

WE DON - Like you

· · · LINDILITII	_0			WHAT	- 00 W	2 from	W TOO		
AYESHA Y FRASER - Individual			DID IT HEGS HER??						
Account Type	Owner	Creditor	Balance	Payment Will Sh	Comment be hove	Include In Debt?	Will Be Paid?		
EDUCATION '	Borrower	USDOE/GLELSI	\$35,913.00	\$0.00	To PAY	Υ	N		
EDUCATION	Borrower	USDOE/GLELSI	\$10,576.00	\$0.00	AND	Y	N		
AUTO	Borrower	LEASE RENTAL	\$3,486.00	\$309.00	. How me	JOK	N		
COLLECTION	Borrower	PORTFOLIO RC	\$1,349.00	\$0.00		Υ	N		
REVOLVING	Borrower	KOHLS/CAPONE	\$713.00	\$21.00	Closed due to over 18 months of inactivity	N	N		
REVOLVING	Borrower	CAPITAL ONE	\$496.00	\$25.00		Υ	N		





FROFERIT ADDRESS APPLICANT CO-APPLICANT APPLICANT **AYESHA** CO-APPLICANT SOC SEC# DOB 10/21/1980 SOC SEC# DOB MARITAL STATUS **DEPENDENTS CURRENT ADDRESS** 30 B IRVING PLACE LENGTH PREVIOUS ADDRESS LENGTH SCORE MODELS TRANSUNION/FICO CLASSIC (08) - AYESHA SCORE: 600, 038 - SERIOUS DELINQUENCY, AND PUBLIC RECORD OR COLLECTION FILED 018 - NUMBER OF ACCOUNTS WITH DELINQUENCY 010 - PROPORTION OF BALANCES TO CREDIT LIMITS IS TOO HIGH ON BANK REVOLVING OR OTHER REVOLVING ACCOUNTS 020 - LENGTH OF TIME SINCE DEROGATORY PUBLIC RECORD OR COLLECTION IS TOO SHORT

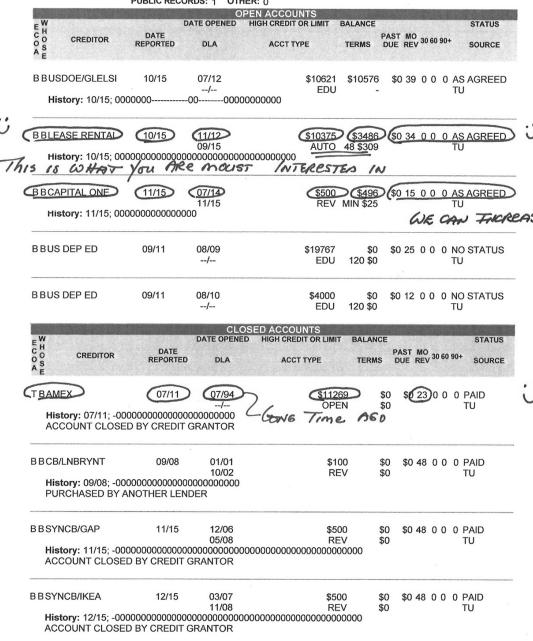
Note: you should get excited when you see a 600 score with code 38 and 18 in the first two places. Code 10 in the 3rd place is not a problem!

FA - INQUIRIES IMPACTED THE CREDIT SCORE SOURCE OF INFORMATION 1 TRANSUNION - PULLED ON: 12/07/15 - INFILE DATE: 11/01/98 NAME: AYESHA NAME: **AYESHA** NAME: DOB: 10/21/80 SSN: ADDRESS: 30 IRVING PL - REPORTED 11/98 ADDRESS: 47 SKY HOLLOW CT. REPORTED 04/09 ADDRESS: 45 BRACEWOOD RD. EMPLOYER: UNIV OF TRADE SUMMARY # BALANCE HIGH CREDIT PAYMENTS PAST DUE MORTGAGE () AUTO 3486 10375 **EDUCATION 12** 46489 46599 OTHER INSTALLMENT 0 OPEN 1 REVOLVING 9 1209 1000 OTHER) 3 1869 2224 TOTAL 26 53053 60198 2185 SECURED DEBT 3486 **OLDEST TRADELINE** 07/94 **UNSECURED DEBT** 49567 **DEBT/HIGH CREDIT** 65% **DEROGATORY SUMMARY** CHARGE OFFS: 3 30 DAYS: 0 INQUIRIES: 9 COLLECTIONS: 3 60 DAYS: 0 MOST RECENT LATE: undetermined

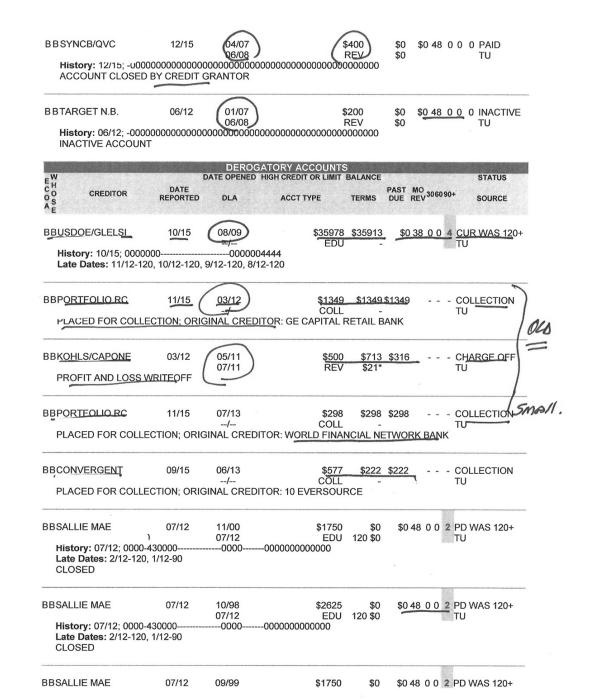




BANKRUPTCY: 0 90 DAYS: 9 PUBLIC RECORDS: 1 OTHER: 0



Note: Capital One didn't take the time to tell her what maxing her card out would do to her score; we should be better than Capital One. We did not only lose the car loan but we lost a credit card. She is 27 years old and we lost a lifetime relationship.



History: 07/12; 000 Late Dates: 2/12-12 CLOSED		07/12 0000	EDU 00000000000000000000000000000000	120 \$0	ти
BBSALLIE MAE History: 07/12; 000 Late Dates: 2/12-12 CLOSED		03/99 07/12 0000	\$4000 EDU 00000000000000000000000000000000	\$0 120 \$0	\$0 48 0 0 2 PD WAS 120+ V
BBSYNCB/JCP PURCHASED BY A	04/12 NOTHER LENI	05/11 07/11 DER	\$1228 REV	\$0 \$0	\$0 CHARGE OFF
BBTARGET/TD PURCHASED BY A	07/13 NOTHER LENE	06/11 07/11 DER	\$1300 REV	\$0 \$0	\$0 CHARGE OFF ✓
BBUS DEP ED History: 08/12; -300 Late Dates: 7/12-90 TRANSFER		08/09 /	\$3000 EDU	\$0 120 \$0	\$0 10 0 0 1 <u>PD WAS 120±</u> TU
BBUS DEP ED History: 08/12; -300 Late Dates: 7/12-90 TRANSFER		08/10 /	\$2400 EDU	\$0 120 \$0	\$0 10 0 0 1 <u>PD WAS 120+</u> TU
BBUS DEP ED History: 08/12; -300 Late Dates: 7/12-90 TRANSFER		08/09	\$5667 EDU	\$0 120 \$0	\$0 10 0 0 1 PD WAS 120+ TU
BBUS DEP ED History: 08/12; -300 Late Dates: 7/12-90 TRANSFER	08/12 0000000	08/10 /	\$12700 EDU	\$0 120 \$0	\$0 10 0 0 1 PD WAS 120+ TU
			R CREDIT HISTORY *** NONE ***		

OTHER CREDIT HISTORY

*** NONE ***

PUBLIC RECORDS

B B MEMBER File Date: 03/13 Plaintiff: HILLS APAR

Docket #: Amount: \$4,104 Action Type: JUDGMENT

Source: 1U Status Date: --/-- Status: JUDGMENT

ALERT

1 - TRANSUNION ID MISMATCH ALERT: 6 INQUIRIES RECORDED IN THE LAST 60 DAYS.



What It Costs to Say No Worksheet

The Cost of Saying "No"

Loan Made

A) Amount of Loan \$22,386.50

B) Terms 60

c) Rate_ 11.95:/.

D) Total of Payments \$29,844.59
(Assumes loan has been made.)

Loan Denied

E) Same Amount \$22,386.50

F) Same Term 60

G) Investment Yield (Rate) //

H) Total of Payments \$22,960.16
(Assumes \$ stayed in investments.)

Potential loss in income if payments were made on loan and the loan went to full term.

(D) Total of Payments on Loan \$29, 844.59

(H) Total of Payments if the Loan is Rejected and the Money Left in Investments. \$22,960.15

(E) TOTAL - Potential Lost Income=

\$6,884.44

Should I Say "No"?

Realizing what was lost in income, answer the following questions:

1)	Did the member have a good job?	yes	no
2)	Was there a good likelihood of continued employment?	yes	no
3)	Was payroll deduction available?	yes	no
4)	Was the member a bankruptcy threat? (25%-30% of gross annual income in unsecured debt.)	yes	no
5)	Is there evidence that the member has paid or is paying similar type loan?	yes	no
6)	Do we know what type car/truck the member is attempting to purchase?	yes	no
7)	Do we know the mileage/condition?MileageCondition	yes	no
8)	Did we find out if there is a trade-in or cash down payment? Trade-in Cash Down	yes	no



We can help our members, even in collections, come up with a solution and re-build their credit.







Remember... "You have two hands. One to help yourself, the second to help others."





Upcoming Classes:

- June 20-22: Denver, CO; 3-Day University of Lending featuring Jack Kelly
- August 7-11: Crystal Lake, IL; 5-Day University of Lending featuring Rex Johnson
- September 26-28: Syracuse, NY; 3-Day University of Lending featuring Ed Swanson
- October 3-5: Los Angeles, CA; Collections Institute featuring Karin Brown-Purtell
- October 16-20: Crystal Lake, IL; 5-Day University of Lending featuring Rex Johnson
- November 7-9: Charlotte, NC; 3-Day University of Lending featuring Bob Schroeder
- November 14-16: Las Vegas, NV; Indirect Lending Institute featuring Ed Swanson
- Nov 27 Dec 1: Las Vegas, NV; 5-Day University of Lending featuring Rex Johnson



