

**Announcing
plans to
create the
REALTORS®
Federal Credit
Union.**

YES! YES! YES! YES! YES! YES! YES! YES! YES! YES! YES! YES! YES! YES! YES! YES!

**Get the
credit you
deserve.**

YES! YES!

Business Reply Card

 NATIONAL ASSOCIATION OF REALTORS®
The Voice for Real Estate
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 NATIONAL ASSOCIATION
OF REALTORS®
The Voice for Real Estate

 NATIONAL ASSOCIATION OF REALTORS®
CENTENNIAL
Since 1908

YES

You deserve a lot of credit.

For years, REALTORS® have felt frustrated with financial institutions that don't really understand their personal and business financial needs. That's all about to change.

The proposed REALTOR® Federal Credit Union* recognizes the unique savings and credit

requirements of self-employed real estate professionals. Their money. Their business. Their cash flow. Their investments. Their success. Their families.

Once federally chartered and approved, this credit union will be a fully independent, wholly credit union member-owned legal entity. And it will be uniquely qualified to meet the personal and business financial services needs of its REALTOR® credit union members... hardworking individuals who deserve a lot of credit.

**Proposed name; credit union expected to launch in late 2008*

Here's a whole new way to get to yes!



NO kidding! Fast facts about credit unions.

- More than 1 out of every 3 adults in the U.S. belongs to a credit union
- In the last 35 years, the number of credit union members has more than tripled, to nearly 90 million.
- The first U.S. credit union was organized in New Hampshire in 1908.

(Source: Credit Union National Association)



YES

It's yours. All yours.

A credit union is a cooperative owned by its members, not outside investors or stockholders. Credit union members pool their resources to make loans and offer a wide range of services to fellow members. Volunteers serve as board members, always keeping members' interests front and center. And because it's a not-for-profit institution, a credit union returns all financial gains to its members in the form of improved rates on loans and investments.

NO bricks. NO mortar. NO problem!

The REALTOR® Federal Credit Union will be Internet-based with no "brick and mortar" branches. A U.S.-based member service center will provide around-the-clock support via telephone, e-mail and fax, 365 days a year. Why does an online credit union make sense?

- **It's less expensive.** The traditional credit union branch has become an expensive facade to an electronic infrastructure. By avoiding the monumental costs of a national branch network, we can turn our savings into better rates and additional services for members.
- **It's full service.** A Web-based credit union can offer all the key services offered by a walk-in or drive-up branch. (See "YES...we can do that too!" at right.)
- **It's financially advantageous to members.** By delivering services via the Internet, the REALTORS® Federal Credit Union will be able to offer competitive interest rates on both savings and lending.
- **It's faster and more customer-centric.** Our virtual, highly-automated credit union will deliver rapid, real-time member response and a consistent user experience across all contact channels.



YES

...we can do that too!

In a controlled and phased manner, the REALTORS® Federal Credit Union plans to offer a full range of products and services for its members, including:

- Deposit and Financial Services**
 - Personal & Business Savings (including tax accumulation accounts)
 - Personal & Business Checking
 - Courtesy Pay (overdraft protection)
 - Direct Deposit
 - Money Market Accounts
 - Health Savings Accounts
 - CDs
 - IRAs
- Loans**
 - Personal Unsecured
 - Commission Advance
 - Open Lines of Credit
 - New & Used Vehicle Loans/Leases
 - New REALTOR® start-up (up to \$50,000)
 - Home Equity Loans
 - 1st Mortgage (to members only)
 - Business & Investment Property Loans
- Other Amenities**
 - REALTOR®-Branded Debit Cards with Rewards Program
 - Links to NAR Products and REALTOR Benefits® Publications
 - Business Payroll

Like banks, credit unions have federally-backed deposit insurance up to at least \$100,000.

NO, it's not a bank.

There are several key distinctions between banks and credit unions. A credit union is:

- **Not open to everyone.** Anyone can do business with a bank. Only members of a very specific group ("field of membership" in regulatory terms) can belong to a credit union. In this case, eligible participants include REALTORS® and their families, as well as employees of the NATIONAL ASSOCIATION OF REALTORS® and local, state and regional REALTOR® associations.
- **Not for profit.** "What makes a credit union different from a bank or savings & loan? Like credit unions, these institutions (banks and thrifts)

accept deposits and make loans—but unlike credit unions, they are in business to make a profit (for their stockholders)."

(Source: www.creditunion.coop) Instead, a credit union's profits flow back to its members.

- **Not controlled by just a few.** A credit union operates democratically. Each member receives one vote in all important decisions.
- **Not for homebuyers.** The credit union will offer first mortgages only to its members, not REALTORS®' customers seeking a home loan.
- **Not owned by NAR.** Once federally chartered and approved, this credit union will be a wholly independent, member-owned legal entity.

YES

...let's work together to make this a reality.



Following numerous discussions and written proposals, the REALTOR® Federal Credit Union planning group has received preliminary approval to proceed by the National Credit Union Administration (NCUA) with its charter application.

Please fill out the attached postage-paid card and return it to us. We'll keep you posted on developments as they happen. By the end of 2008, we look forward to helping REALTORS® hear "YES!"

YES

I want to learn more.

Please send me more information on the REALTOR® Federal Credit Union as it becomes available.

Name _____

Email _____

Street Address _____

City _____ State _____ ZIP _____

Phone (____) _____ FAX(____) _____

Please check all that apply. (Optional)

- I am a REALTOR®. I am employed by NAR.
- I am employed by a local or state association or board.