

Highlights of Sound Credit Union's Partnership with Auto Financial Group

as described by Tammie Atoigue,
VP of Consumer Lending at Sound CU



CREDIT UNION PROFILE

Assets

1.5 Billion

Branches

24

Field of Membership

Anyone who lives or works
in Washington State

Credit Union Culture

A conservative credit union,
very involved in the community



EXPERIENCE WITH THE PROGRAM

Years on the program

3-4 years on indirect side,
recently launched on direct side

Delinquencies or charge-offs to date

Zero

Leading reason people choose the program

Some CU staff and dealership staff
have vehicles enrolled in the program,
giving the program credibility

Why dealers like the program

It enables them to make more money
with their back-end products

Benefit for the credit union

It has helped strengthen relationships
with dealers

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CUSTOMER SERVICE

- “Best service we have ever received from a third-party vendor.”
- The training we have received has helped us become experts on the program quickly.
- Everyone at AFG responds to emails right away and answers questions in detail.



TIPS FOR A SUCCESSFUL LAUNCH

- When the program was first launched, it was new to the area, so we held many Lunch and Learn sessions with dealers to educate them on the program and its benefits
- We continue to market the program to dealers through a strong indirect team
- We market the program to members directly through our website and we refer members interested in the program to dealerships



SOUND CREDIT UNION MEMBER TESTIMONIAL

“My husband wants to get a new car every 2-3 years. While I love getting new cars, too, this was always costing us too much money for down payments each time and for the negative equity being at its height when trading each of those cars in for a new one. With the Auto Advantage program, we can say goodbye to the negative equity cycle and get a new car every 2 or 3 years. No stress, no headaches, and smaller loan terms with affordable payments. Who wouldn't want to do that?!”