



Community 1st CU

Together is Better

Jackpot Strategies: Growing Your Loan Portfolio



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"With 20 years of experience in the financial industry, including 15 years at Community 1st Credit Union in Ottumwa, IA, I bring a wealth of managerial expertise. My focus on sales and member service has been a cornerstone of my career, reflecting a commitment to excellence that extends throughout my two-decade journey. Currently, I am a Regional Manager overseeing six branches, including 2 in-store locations and our call center."

Innovative Loan Products

- Focused on small-dollar personal loans designed for accessibility, emergency use, and relationship-based lending strategies.

Small-Dollar Personal Loans

- Loan Amount Range: \$100 to \$5,000
 - Purpose: Quick access to funds for short-term or emergency needs such as car repairs, utilities, or medical expenses
- Features:
 - Flexible repayment terms
 - Fast processing and approval
 - Convenient access via in-store branch locations (e.g., Walmart, grocery stores)

Target Audiences & Benefits

Credit Union Members

- Mission-aligned lending that supports member financial well-being
- Lower-cost alternative to high-interest credit cards or payday loans
- Addresses short-term cash gaps (e.g., payroll timing, unexpected bills)
- Helps build or strengthen credit when payments are reported

Unbanked Consumers

- Serves as an entry point into the financial system
- May be bundled with checking accounts or financial education
- Allows for flexible disbursement (e.g., prepaid card, cash pickup)
- Builds trust through consistent, approachable service at in-store branches

Cross-Selling Successes

- Building trust, protection, and long-term value through intentional product conversations.
- The Foundation: Member-Centered Conversations
- Strong rapport leads to strong results—listen first, guide second
- Use small talk and open-ended questions to uncover real needs
- Understand the "why" behind the loan to tailor the right solutions

Educate, Don't Push

- Present a fully protected payment, not just a loan figure
- Quote only what benefits the member and take time to explain how each product helps
- Focus on real-life protection scenarios (e.g., job loss, car breakdown, medical event)

The Three-Legged Stool Approach

- Every loan interaction is an opportunity to assess broader needs:
 - Why the member is here today
 - What their credit report reveals
 - What additional products support their full financial picture

Look for opportunities such as:

- Debt consolidation
- Home equity lending
- Credit card balance transfers

You may not always save them money, but you may simplify their life by bringing loans “home” to their trusted credit union.

Loan Pipeline Optimization

- Streamlining approvals and strengthening lending decisions through better conversations and complete member insights.
- Start with a Full Picture
- Don't just run the application—get the story behind it
- Ask tough but compassionate questions to uncover the “why” behind credit challenges
- Review the credit report line-by-line as a conversation tool
- Capture all key insights in your loan notes for underwriting clarity and speed

The Five Cs of Credit

- Character – Credit history and reputation
- Capacity – Ability to repay based on income and debts
- Collateral – Assets securing the loan
- Capital – Other assets or savings
- Conditions – Broader economic/personal circumstances influencing repayment

Other “Must Do's”

- **Don't Forget to Ask for the Business**
 - Lending opportunities are everywhere—do we ask?
 - A member disputing a debit card charge? Ask if they have a credit card and educate them on the benefits
 - A member is paying bills or transferring funds? Could consolidation help?
 - Every interaction is a moment to refer, educate, and protect
- **Creating a Lending Culture**
 - It's not just about making loans—it's about creating a mindset where every team member sees lending as a way to serve, support, and strengthen member relationships.
- **It Starts with Awareness**
 - Every interaction is a potential financial conversation
 - Train staff to recognize cues and initiate the dialogue
 - Lending isn't a department—it's a shared mindset

Confidence in Conversations

- Staff should understand lending is not "selling"—it's serving
- Empower teams through education, role-play, and real examples
- Help them see lending as part of everyday conversations

Consistency in Referrals

- Not everyone is a lender—but everyone is a connector
- Give staff simple scripts and confidence to refer:
 - "Have you ever looked into consolidating that?"
 - "Would you be open to talking to a lender while you're here today?"
- Make referrals natural, not forced

Commitment to Protection

- Present every member with a fully protected payment
- Don't just quote a rate—explain how your solution protects them and brings peace of mind
- Support the member's long-term goals with every loan conversation

Wrap-Up: Building a Lending Mindset

Lending culture is built on rapport, readiness, and responsibility.

When we:

Build relationships

Ask the right questions

Understand the full picture

Offer complete solutions

And always ask for the business!

We're not just processing loans. We're changing lives and building trust.