CORNERSTONE CREDIT UNION LEAGUE

Your Foundation for Success

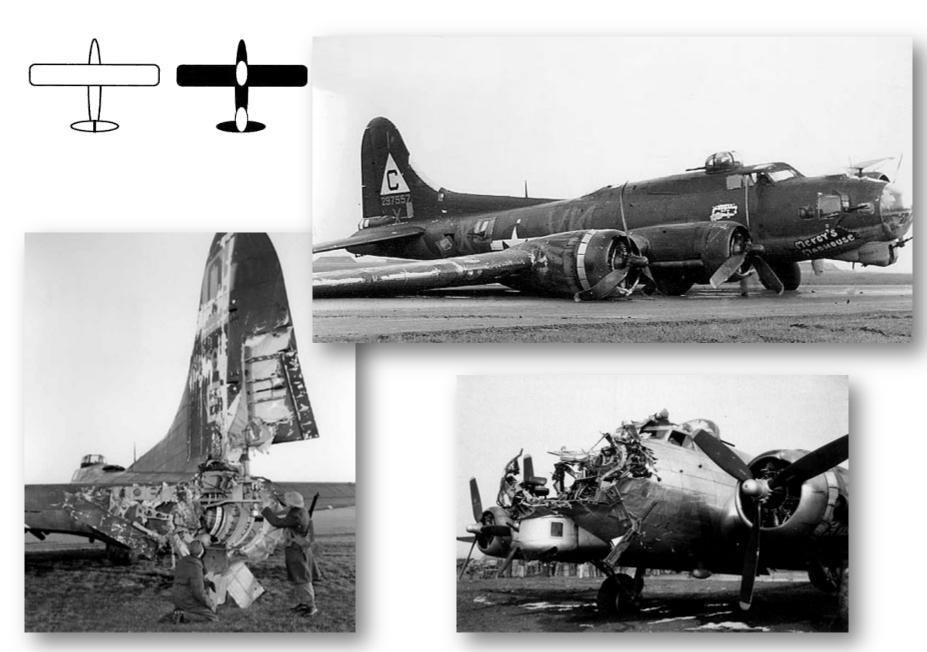










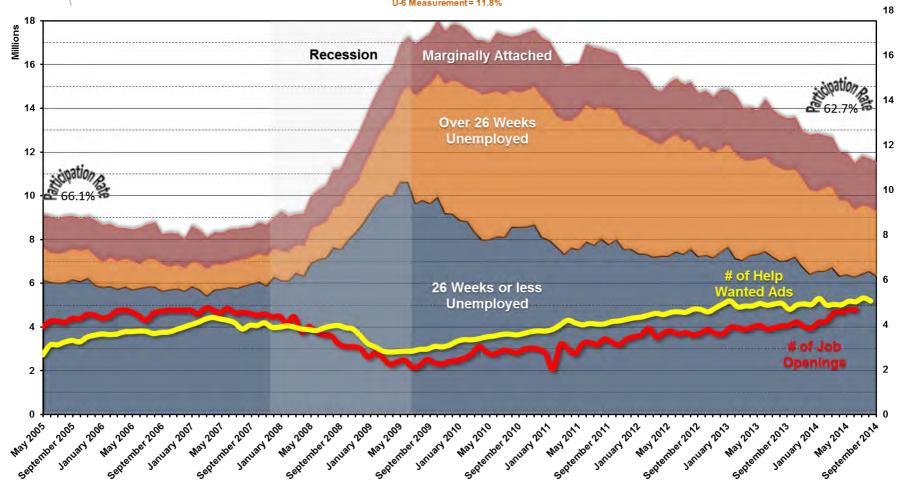








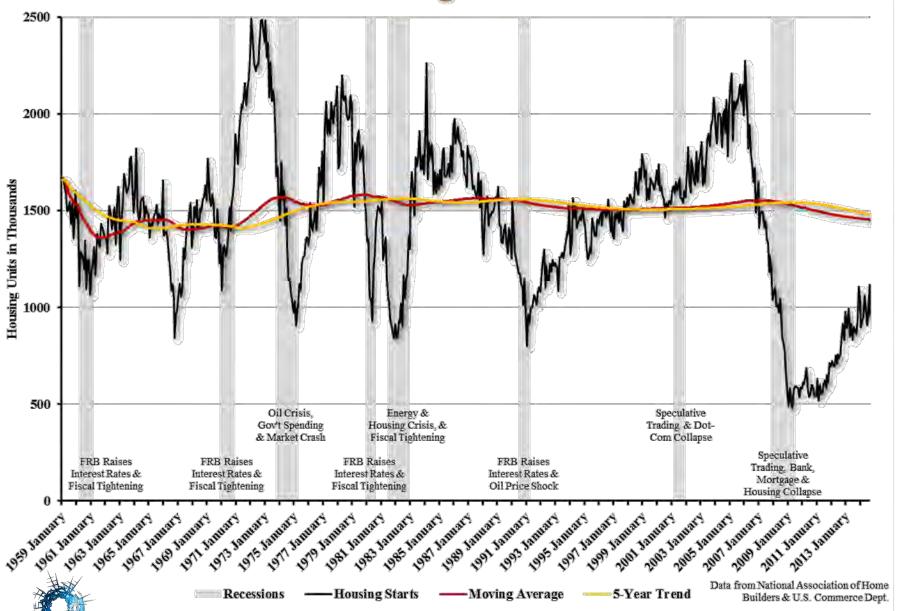
Unemployment & Jobs U-6 Measurement = 11.8%







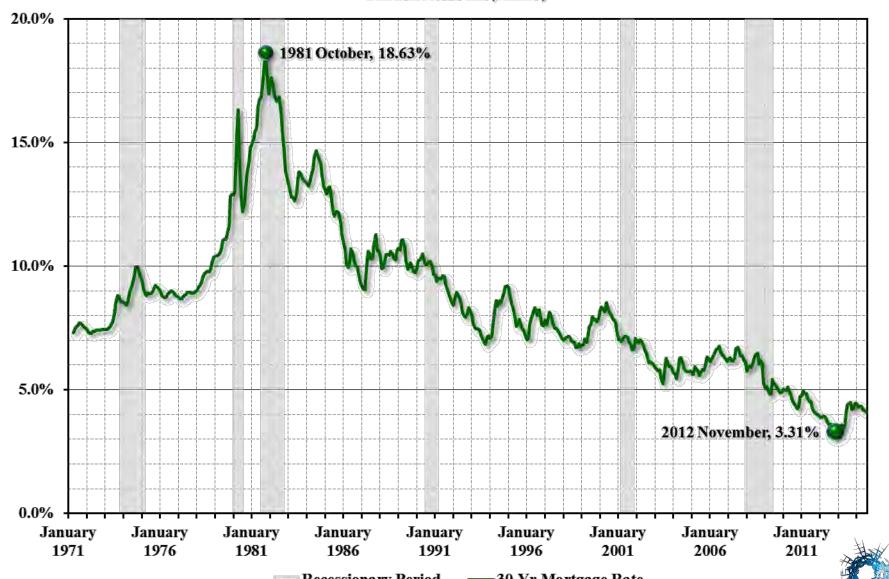
Housing Starts





Historical Picture of the 30-Year Mortgage

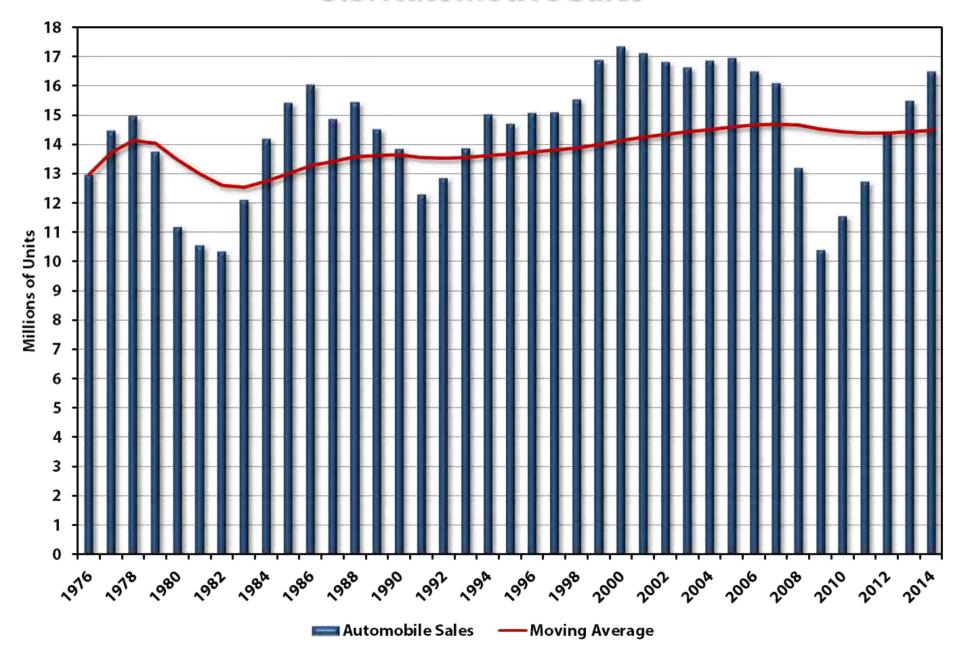
Data from Freddie Mac (FHLMC)



Recessionary Period -30-Yr Mortgage Rate

U.S. Automotive Sales



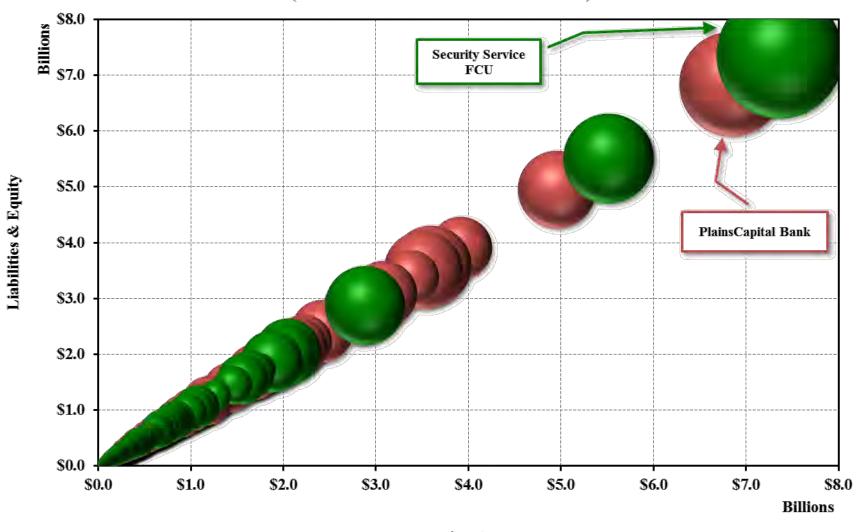






Texas Total Loans & Leases

(FIs less than \$7 billion in assets - Jun 2013)



Assets

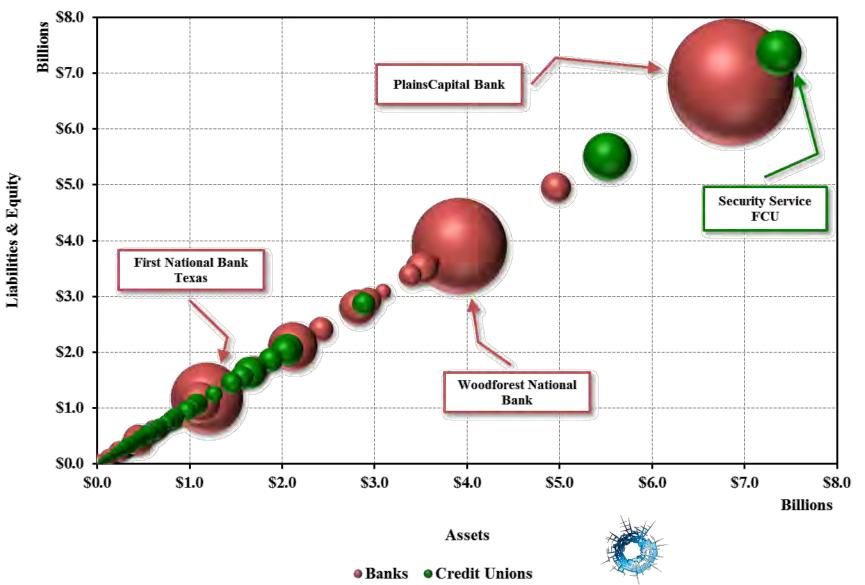
● Banks ● Credit Unions





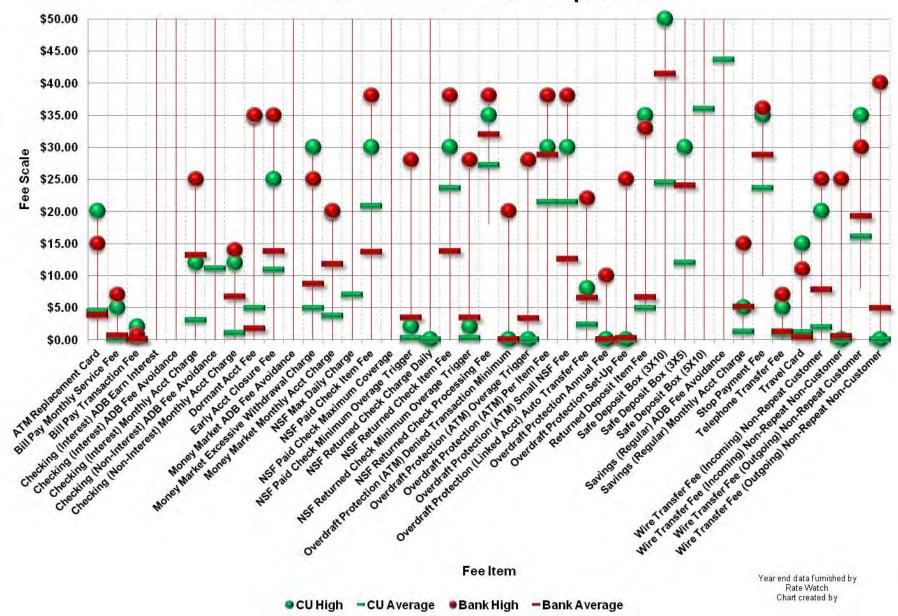
Texas Total Non-Interest Income

(FIs less than \$7 billion in assets - Jun 2013)





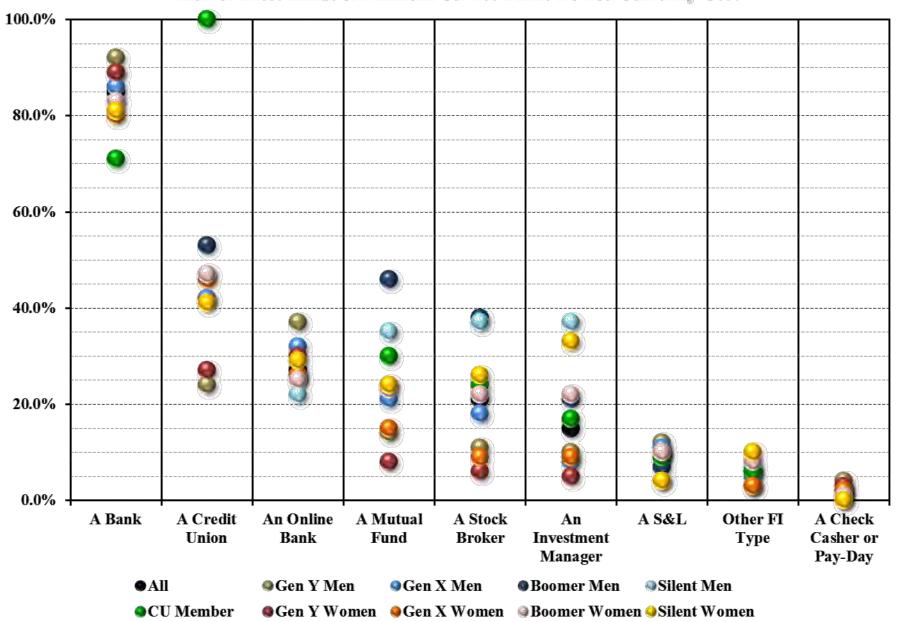
Texas CU and Bank Fee Comparison





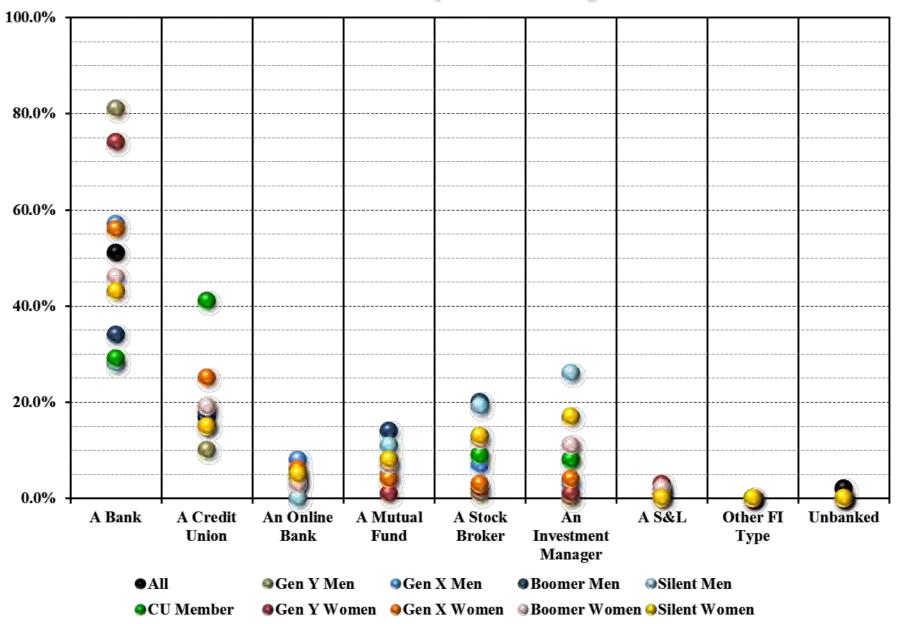


Which of These Kinds of Financial Service Firms Do You Currently Use?

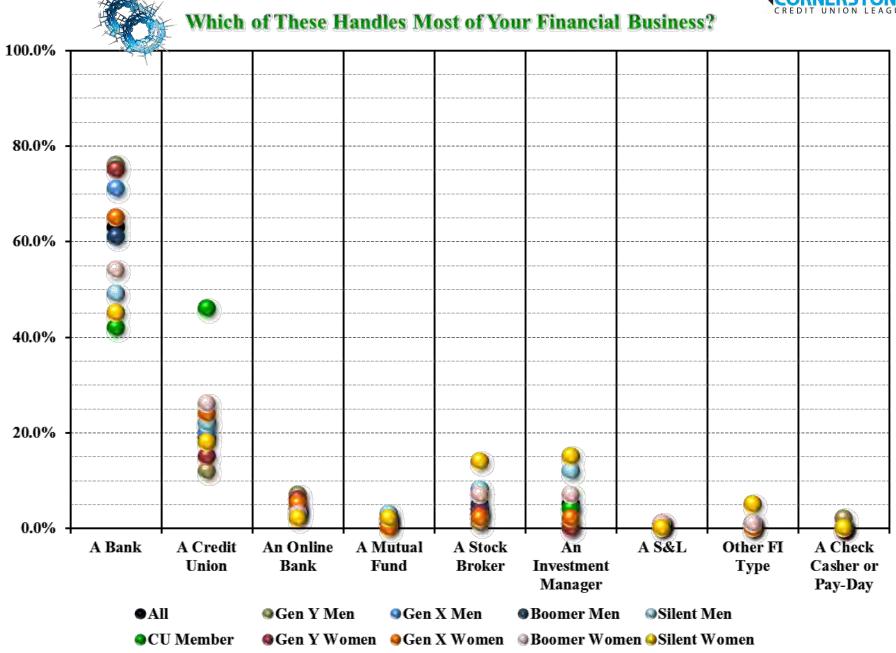




With Which of These Do You Normally Maintain the Largest Account Balance?









Future of Retail Banking

Seamless Access and Personalization

Majority of Consumers Want

a personalized banking experience



of consumers would provide personal information in exchange for more tailored financial advice











Identity Theft Security Advice on Increasing

Their Savings

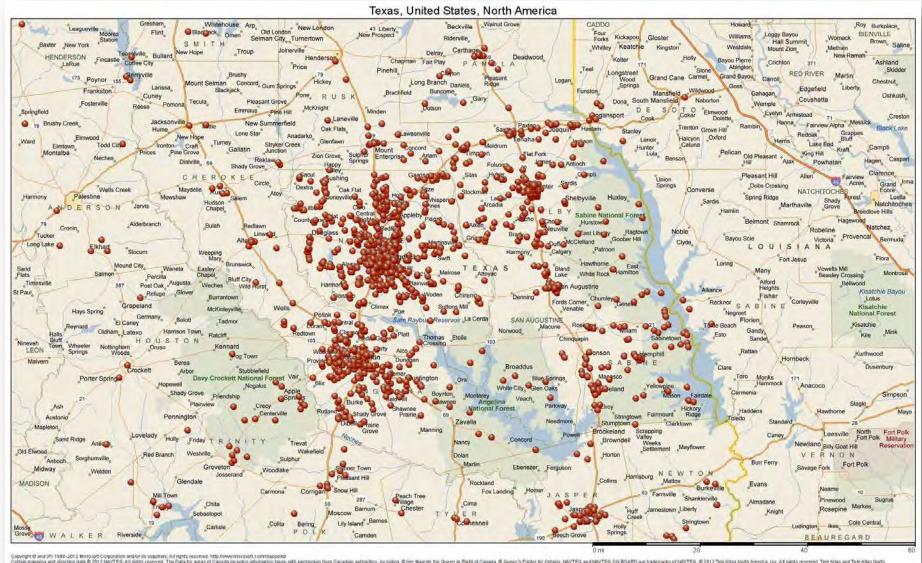
Financial Education

Assessment of **Financial Status**



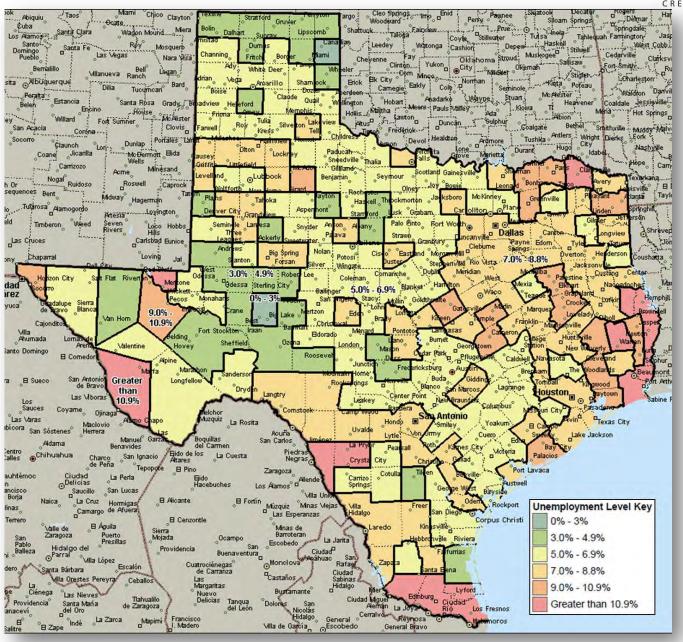






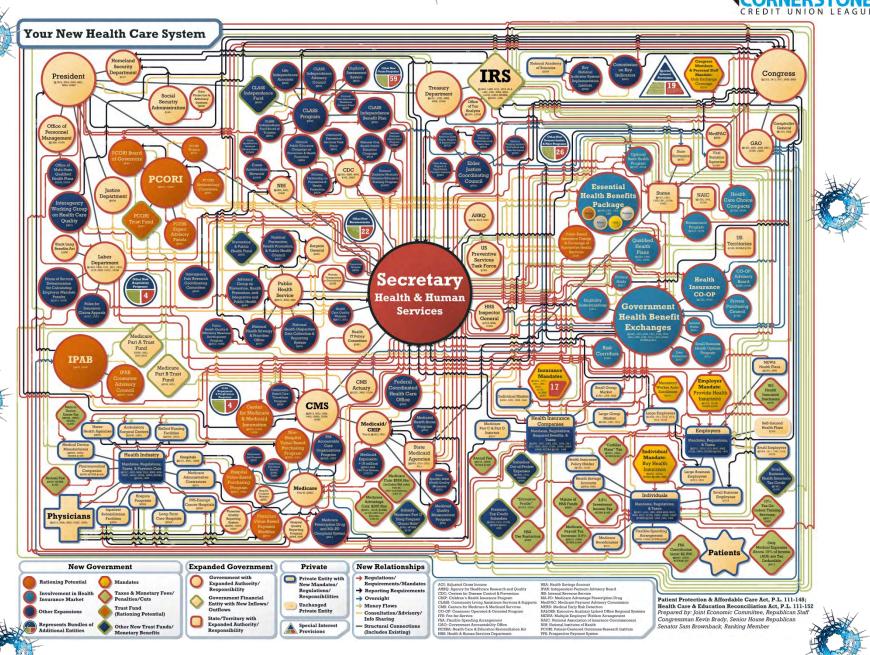
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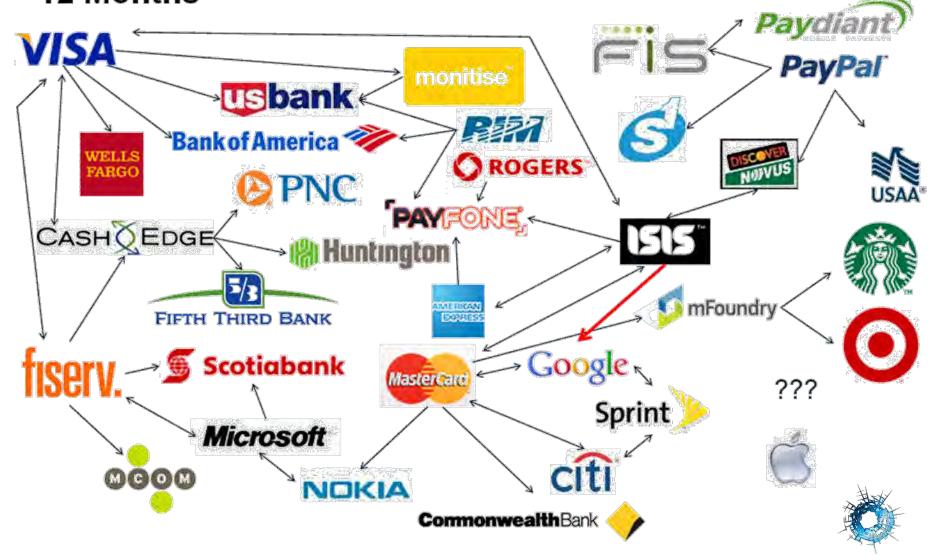








The Mobile Payments Market Has Exploded Over the Last 12 Months











Research Type	Brief Description	Focus	Dues Paid	Commissioned
Attitudes, Awareness, & Usage Survey	Statewide research on public's perception of financial institutions	External	Х	
Compensation Surveys	Refined statistics on forms of industry compensation	Internal to CU	Х	Х
Econometrics	Refined collection and analysis of economics and statistics to deliver forecasting	Internal and External	Х	
Employee Surveys	Satisfaction and behavioral research of CU's personnel	Internal to CU		Х
Focus Groups	Specific preferences, strengths and weaknesses on defined topics	Internal	Х	Х
Image Survey	League and Resources "Report card" as scored by the membership	Internal	Х	
Market Audits	Decision analysis on environments around CU	External to CU		Х
Member Surveys	Perception, opinion or satisfaction of membership	Internal	Х	Х
Non-Member Surveys	Perception and satisfaction levels of "communities" around CUs	External to CU		Х
Texas CU Profile	Statistical analysis of membership and services in Texas	Internal and External	Х	
White Papers & Briefs	Documents exploring specific subjects and trends in Texas and beyond	External	Х	
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Research

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