



Say Hello To New Products, Say Goodbye To Punitive Fees



Community Financial Credit Union



Our Speakers



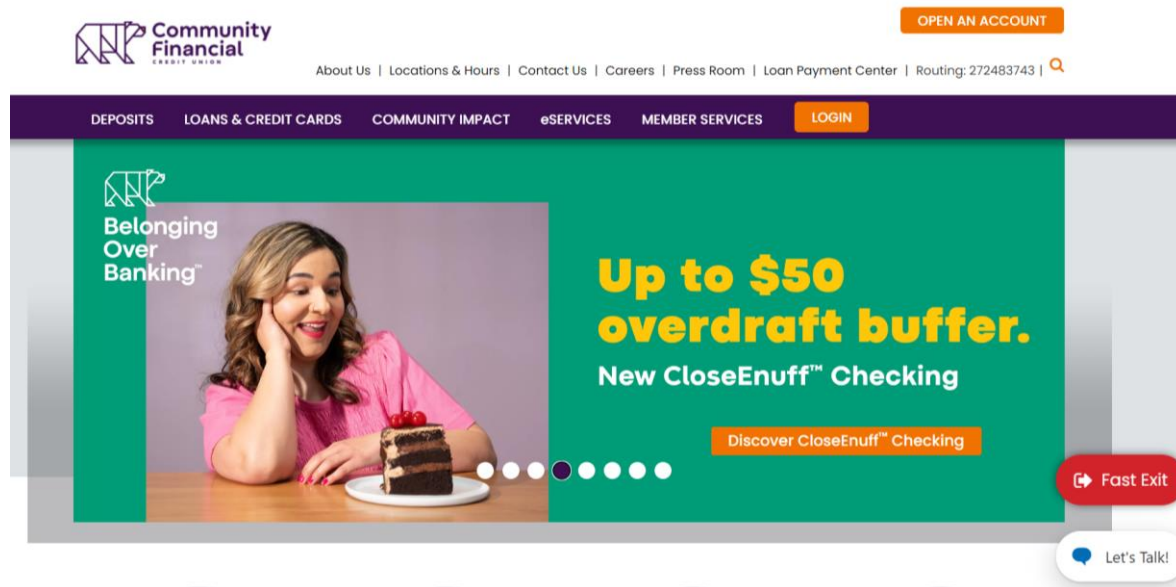
Tansley Stearns
Chief Executive Officer
Community Financial
Credit Union



Danielle Millner
Chief Experience Officer
Community Financial
Credit Union

About Community Financial Credit Union (CFCU)

- Plymouth, MI
- Approx. \$1.6B in assets
- Over 83,800 members
- 337FTEs
- 14 branches



The Challenge/Opportunity

- Junk fees and nonsufficient funds have been a hot topic.
- In the first quarter of 2024, federally insured credit unions with more than \$1 billion in assets began required disclosure of income from overdraft and NSF fees.
- Initial totals topped \$915 million from this new, separate disclosure requirement.
- Community Financial understands the persistent gender inequity issues that surround these types of fees.
- We wanted to get ahead of potential regulatory or legislative changes and stand with our members.

CloseEnuff® Checking – A Significant Member Benefit

Goodbye, annoying fees. Hello, CloseEnuff™.

Introducing cashflow boosting checking—only from Community Financial!

We're introducing CloseEnuff™, a cashflow boosting checking account to help our members collectively save an estimated \$1.2 million a year, with that number only increasing every year.

Because we believe that your money should be yours, we're stepping up to eliminate our reliance on annoying banking fees with CloseEnuff™. All with the goal of bringing your personal dreams closer than ever.

CloseEnuff® Checking – How it Works



Don't let silly fees ruin the party.

It's ok if you go a little overboard, because if you're within \$50 of your balance that's CloseEnuff™. We won't charge you unless you exceed it.*

And our mission to keep your money where it belongs doesn't stop there:

- We've completely eliminated the overdraft transfer fee of \$4
- We've reduced the non-sufficient funds fee (NSF) from \$25 to \$9, which is all you'll pay if you go beyond the \$50 safe zone
- And if you previously opted in and qualified for Courtesy Pay, the cushion has increased from \$5 to \$50

All because your money is your money, and we want you to keep more of it. So, wave buh-bye to watching your account on the daily... and hello to not having to worry about surprise fees killing your hard-earned cashflow with every little purchase.

CloseEnuff® Checking – FAQs

CloseEnuff™ Frequently Asked Questions

- ☐ Do I have to take any action to get CloseEnuff™?

No! It's active and already available on your Community Financial debit checking account right now!

- ☐ Is there a fee to use CloseEnuff™?

Absolutely not! This is a free service designed to reduce fees, not add them. That said, fees will apply if your account is overdrawn by greater than \$50 dollars.* Because fifty bucks on up is no longer close enough!

- ☐ I already have Courtesy Pay, does this change anything?

If you previously opted in and qualified for Courtesy Pay, the cushion has increased from \$5 to \$50. Huzzah!

Just One Part of Our Broader Financial Solutions

Like a bearhug for your financial wellbeing.

CloseEnuff™ is only the beginning. Explore even more helpful ways that we're here for you every day:

- Only \$5 to open
- No minimum balance requirements
- No direct deposit restrictions
- No debit card or ATM fees
- Get your money faster with [Early Pay!](#)
- Break up big purchases with [Buy Now. Pay Later!](#)

Simple Design, Fast Roll-Out

- Leadership team dedicated time on **Feb. 5, 2024**, during our quarterly strategic cycle meeting, to talk about how we could address overdraft & NSF fees.
- Blake Woods, vice president of insights, innovation, and, conducted research ahead of time to offer choices as well as insights into possible solutions.
- The team wrapped the meeting with a clear understanding of the direction we wanted to take. After more number crunching, the roll-out was a go.
- On **April 1, 2024**, we launched CloseEnuff, a cashflow-boosting checking account designed to help members collectively save an estimated \$1.2 million a year.
- There wasn't a lot of work required from a programming perspective. We simply told our core when not to charge fees. Preparing our various internal teams for the changes was the biggest part and they were enthusiastic.

Number Crunching & Revenue Diversification

- As an organization and as an industry, we have to be paying attention to **revenue sources other than fees**.
- Conceptually, we knew the direction we wanted to take but had to sharpen our pencils to determine **whether proposed changes were reasonable**.
- We looked at our forecast and were able to **make some adjustments** to our plans and some concessions to ensure these changes wouldn't have a negative impact on the organization.
- In the long-term, we expect the work we're doing through **our CUSO and other alternative revenue sources** will add perks to membership while helping the credit union diversify its revenue.
- For example, we recently launched a **buy now, pay later** tool to provide members more flexibility in their cash flow. *We're looking at the way the entirety of our offerings come together for members.*

Success & Future Plans

- One of the main goals for CloseEnuff is to **grow checking accounts**. The credit union hasn't historically focused on core deposit relationships, so tends to underperform in this area. With programs like CloseEnuff, we hope to earn members' trust and increase loyalty.
- So far, the member impact is impressive. From April 1, 2024, through May 27, 2024, CFCU has saved **3,286** members **\$149,373.50** in overdraft fees, eliminated **\$37,944** in transfer fees for **1,700** members, and reduced the cost of 3,080 NSF fees.
- Credit unions **can make a major impact** when they decide to head in a different direction and **eliminate exploitative fees** rather than find new ways to charge consumers.
- In terms of future plans, CFCU uses data to **monitor and iterate**. We will closely watch several signals, including checking account growth, usage, and insights from members.
- We do a lot of focus groups and surveys throughout the year. Listening to those insights is powerful. One member comment regarding CloseEnuff speaks volumes: **"I know I speak for everyone who is financially struggling when I say your policy change is life changing. Truly. I worked in banking for years. I've seen what high overdraft fees do to those already struggling."**

Q&A Discussion Period



THANK YOU FOR WATCHING



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