



Capturing The Millennial Market: Mortgage Growth Strategies For Credit Unions



A Panel Discussion
Hosted by Aaron Passman



Panelists



Kara VanWert
Chief Lending Officer
Veridian Credit Union



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Chief Lending and Experience Officer
Lake Michigan Credit Union



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Vice President Mortgage Lending
Mountain America Credit Union

Veridian Credit Union

About the Credit Union

- Headquartered in Waterloo, IA
- Approximately \$7.9B in assets
- Nearly 350,000 members
- 1,029 FTEs, 32 branches

In 2024, 46% of Veridian's closed loans were to borrowers under 34 years old. From YouTube videos focused on homebuying to partnerships with organizations working toward a similar purpose, the credit union is on a mission to partner with members to create successful financial futures.

Veridian offers a variety of lending options to meet your individual needs.

[Conventional Fixed Rate Mortgages](#)

[Iowa Financing Authority \(IFA\)](#)

[Adjustable Rate Mortgages](#)

[Veterans Affairs \(VA\)](#)

[Construction Loans](#)

[Jumbo Mortgages](#)

[10 & Done Loan](#)





VIDEO SERIES


Buying your First Home


Purchasing your first home is one of life's most rewarding experiences. In our video series, we'll share tips on finding your dream home, making an offer, and closing the deal.


[View Video Library](#)

 **Meet the Mortgage Team**
Find an originator to help you with your purchase.

 **Schedule an Appointment**
Set a time to meet with a Mortgage Loan Originator.

 **Apply Online**
Start your no-cost, no obligation pre-approval application online.

 **View Mortgage Rates**
Determine which product and term matches your purchase needs.

 **Mortgage calculators**
Use our calculators to estimate your payment and more.

 **Videos for first-time buyers**
Tips on finding your dream home and closing the deal.

Lake Michigan Credit Union

About the Credit Union

- Headquartered in Caledonia, MI
- Approximately \$14.4B in assets
- Over 496,000 members
- 1,627 FTEs, 71 branches

LMCU has lots of solutions designed to help younger borrowers become homeowners. The HomeAssist Down Payment Assistance Program, HomePlus Mortgage Loan, and MSHDA 10K DPA (Zero Interest) Loan are just a few examples.

Borrow

Mortgages ▾

- Purchase
- Refinance
- Construction, Land, & Renovation
- [First-Time Homebuyer](#)
- Today's Rates
- Find a Loan Officer
- Contact the Mortgage Team
- Mortgage Service Center
- Mortgage Payment Calculator

Home Equity Loans

Auto & RV Loans ▾

Personal Loans

Student Loans

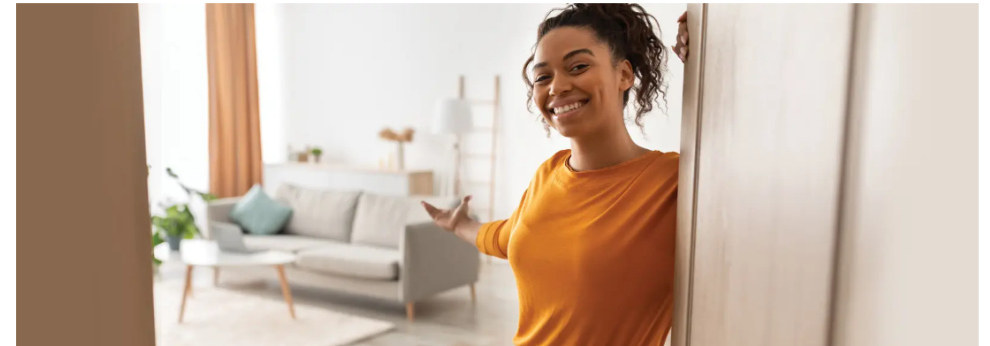
Credit Cards

Michigan Saves Loans

Aircraft Loans

Loan Calculators

First-Time Home Buyer Programs



Affording your first home may be easier than you think.

It's natural to have a lot of questions when buying a house for the first time: Is my credit good enough to buy a home? What's the best way to afford a down payment? How much are closing costs?

The best place to start is talking to an LMCU mortgage expert about your options. You may qualify for mortgage programs offering down payment assistance, \$0 down payment requirements,* and more.



Home Rent vs
Buy Calculator

Mountain America Credit Union

About the Credit Union

- Headquartered in Sandy, UT
- Approximately \$20.3B in assets
- Nearly 1.3 million members
- 3,227 team members,
- 103 locations

Based on the latest HMDA data, 47.8% of MACU's mortgage borrowers were 44 years of age or younger with 18.3% in the 25 – 34 demographic. The credit union offers a unique first mortgage program to get members into their first home with fewer hassles and less money down.



First-time homebuyer loan details

- Get loans up to \$645,200—loan limits may be higher depending on the county limits.
- Seller can contribute up to 3% toward closing costs.
- There are no prepayment penalties.

First-time homebuyer program benefits

- Get up to 100% loan-to-value financing.*
- Pay as little as \$1,000 down.
- Private mortgage insurance is not required.
- Choose from fixed- and adjustable-rate options.
- There are no income limitations.
- Speed up closing with our Quick CloseSM electronic mortgage process.

Q&A Discussion Period

THANK YOU FOR WATCHING



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