



Heartland

Credit Union Association

Making It Happen. Together™

PARTNER		MEMBER RETENTION	LENDING	NON-INTEREST INCOME	OPERATIONS	REDUCE EXPENSES
	Fraud prevention - real-time alerts for check, card and paper fraud					
	Disaster recovery - power, office space and communication					
	Data processing - secure, browser-based tech reduces overhead					
	College & career planning app - help members plan for milestones					
	Compliance tool - track/report member compliance activities					
	Member convenience - network of 5,000+ branches and 30,000+ ATMs					
	Full-service originator of indirect auto loans - 563 dealers in 8 states					
	Loan solutions - retention, reset, generation and digital pre-approval					
	Tech/marketing - digital ads, gas station tv, website hosting and more					
	Insurance, loan support, collateral and credit union protection, retirement services and more					
	Alliance programs - operational, regulatory and relationship services					
	ATMs - full-service solution including install, equipment and maintenance					
	Text messaging - provides secure and compliant way for credit unions to engage their members					
	Equipment maintenance - repair, report and service equipment					
	Credit & debit cards - full service, pass through processing and rewards					

For details, contact your member solutions rep or call 800.392.3074.

PARTNER	MEMBER RETENTION	LENDING	NON-INTEREST INCOME	OPERATIONS	REDUCE EXPENSES
 Member checks - custom coloring, logos and easy ordering					
 Industry experts - consulting, planning, training and more					
 Share draft services - deposit capture, business accounts and more					
 Overdraft protection analytics, strategies, reporting and tracking					
 Reward accounts, marketing and consulting services to drive profits and growth					
 Smartphone and online lending options					
 Rewards - member discounts on Sprint, TurboTax and more					
 Cards - credit, debit, gift, Everyday Spend and TravelMoney cards					
 Settlement tool - streamline mortgages, reduce costs					
 IT solution - information assets/ security, staff resources and more					
 Loan marketing - direct marketing campaigns					
 Security - cloud-based risk management and compliance solutions					
 Member insurance - auto and homeowners					
 Automated valuation for home equity loans - loan analytics, CECL analytics					
 Fraud detection - cloud-based, stay ahead of emerging trends					

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