



Putting Members First

How a Thousand-Member CU Added \$450K to Its Portfolio

About

U-1st Community Federal Credit Union has a tagline on its website: “Where we put YOU First!” This isn’t your typical platitude to be quickly brushed aside. It is a promise to the Carlsbad, New Mexico, community it has been a part of for nearly 65 years — a promise it takes incredibly seriously. Here at the southeastern tip of the Land of Enchantment, U-1st Community FCU puts every one of its approximately 1,000 members first.

The Challenge

In years past, U-1st Community FCU had difficulty fully serving its members with questionable credit histories. Lingering problems on their credit reports would preclude them from services such as auto loans from any lender.

The Solution

GoldStar is the No. 1 GPS provider in the used car industry. Using the smart technology in GoldStar, credit unions can better serve their members and grow their auto loan portfolios with confidence. Easy-to-use GPS tracking tools allow lenders to sell more loans while decreasing delinquencies and repossessions. Users manage collateral and borrower communications via a secure web-based portal, make intelligent business decisions with custom reports, and bolster compliance through rigorous privacy policies. With GoldStar, credit unions have a simpler path to:

- Offer more competitive loans
- Secure collateral
- Change borrower behavior
- Collect more on-time loan payments
- Reduce overhead by automating processes
- Maximize staff resources

Results

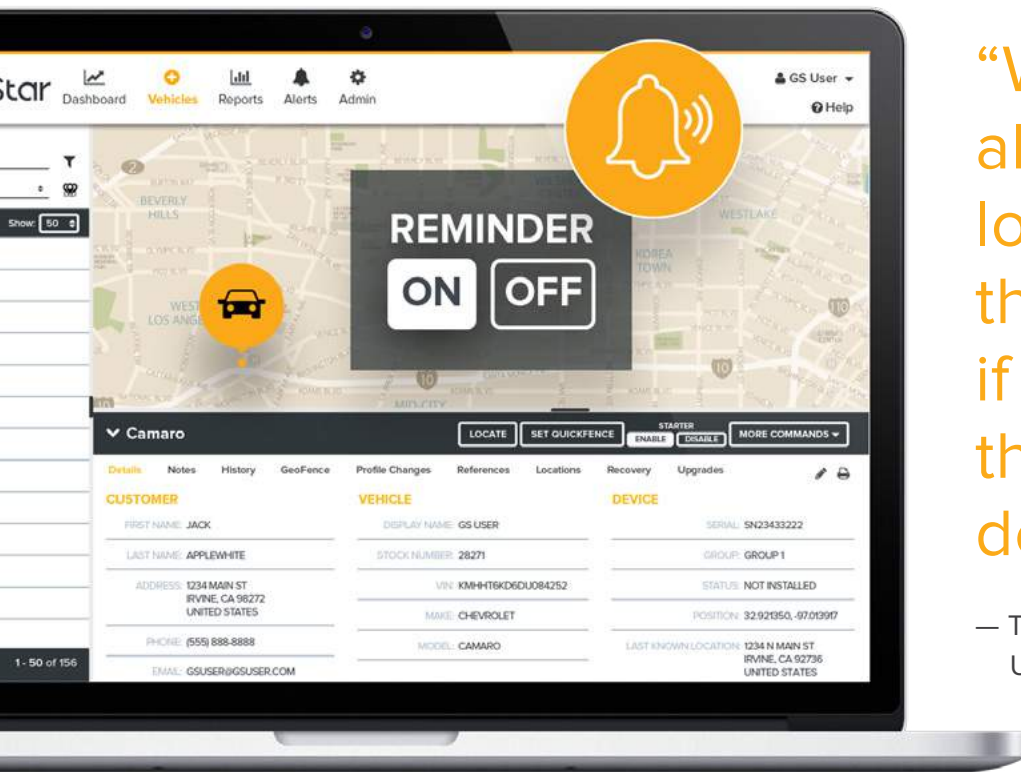
U-1st Community FCU discovered GoldStar in the spring of 2015 and hasn't looked back.

"We're now able to help our credit-challenged members, and it's been great," says Theresa Quinonez, manager at U-1st Community FCU. "We currently have about \$450,000 of loans on the books that wouldn't exist if we didn't have the GoldStar GPS devices."

Currently, about 38 percent of the U-1st Community FCU portfolio is made up of subprime credit holders, a significant portion.

"GoldStar makes a big difference," Quinonez continues. "Members have told us they are so happy that we're able to help them. Nobody else would give them any credit because of their past problems."

The end result: more members gained and retained. "They continue to come back to us for more loans."



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— Theresa Quinonez, Manager,
U-1st Community FCU

Put your members first and uplift your portfolio by providing those with credit challenges a path to rebuild their borrowing power. Learn more about GoldStar at spireon.com/auto-lenders.