

Auto Refinance Program

Recapture Your Lost Business >>>>

Credit Unions of all asset sizes aim to create member-Credit unions constantly battle with competing financial institutions to offer the best auto-loans to their members to ensure long-term relationship and loyalty. However, as market rates fluctuate over time, a once competitive rate may become obsolete, forcing the member to look at available alternatives. To avoid situations like this, constant scrutiny of your auto-loan portfolio is needed. But for many credit unions, this is a complex and time-consuming activity. To solve this problem, Trellance developed the Auto Refinance Program (ARP), a Prescriptive Analytics solution, strategically designed to grow your credit union auto-loan portfolio by using data to identify and target current members who have an auto loan with a competing financial institution. The Program identifies the target members and solicits them with a pre-qualified direct mail specifically designed to recapture the loan.

Trellance Auto Refinance Program's objective is to empower the recapture of your lost business and grow your auto loan portfolio.

Offer Better Terms

Trellance Auto Refinance Program is a Trellance managed service where a Trellance team of industry experts works side by side with your credit union to collect, enrich and analyze your data. They then work to grow your auto loan portfolio by taking back opportunities through existing members who have an auto loan with a competitor by offering better rates to the member and resecure the loan. The program blends customized data analysis with your credit union's specific lending parameters to generate at least 1% savings in interest offered to the member, delivering further value in increased advocacy and improved loyalty to your institution.

Ready to see how the Trellance **Auto Refinance Program** can support your credit union?

Contact Trellance at info@trellance.com

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About



Trellance is a leading technology partner for credit unions, delivering innovative technology solutions to help credit unions achieve more. With a comprehensive suite of analytics, cloud and talent solutions, the Trellance team ensures credit unions increase efficiency, manage risk, and improve member experience. As a tech partner, Trellance ensures that credit unions have access to the latest generation of fintech solutions, filled with powerful tools such as artificial intelligence and machine learning.

Learn more at Trellance.com

