

Peer Group Case Study

Non-Interest Income

Non-Interest Income

- Case Study
 - PA credit union (\$75M assets) with \$550,000 in non-interest income for Q3 2006.
 - In Q3 2007, we grew N.I.I. to \$583,000
 - Although we're feeling good about our 6% improvement in this area, my board would like some comparison points.

Non-Interest Income

- National Averages
 - Considering those CUs >\$0 in N.I.I.

The screenshot shows two overlapping windows from a software application. The left window, titled "Selection Process - Financials", has tabs for "Financials", "Geography", "Charter/FOM", and "Top/Bottom". It contains a table for selecting criteria using account codes. The "Members" section is highlighted with a red box, showing two entries: "a131+a695" and "a131:1+a695:1", both with a minimum value of 1. Below the table are "Clear", "Preview", and "Next >>" buttons. The right window, titled "Selection Process - Geography", has tabs for "Financials", "Geography", "Charter/FOM", "Top/Bottom", "Vendors", and "Exclude". It features a map of the United States with all states highlighted in orange. To the right of the map is a legend for "All States" and "Clear All", and a list of "NCUA Region" options: Central, Mid-Atlantic, New England, Southeast, and Western. Below the map are "DC", "GU", "PR", and "VI" buttons. At the bottom right, there are "<< Back", "Clear", "Preview", and "Next >>" buttons. Both windows have a "Remove" button at the bottom with the instruction: "*Highlight any credit union to remove. Hold down ctrl to select more than one."

Selection Process - Financials

Select criteria using account codes here	Minimum
Assets	
Loans	
Investments	
Members	
a131+a695	1
a131:1+a695:1	1

Clear Preview Next >>

Matching Credit Unions: [0]

Selection Process - Geography

Financials Geography Charter/FOM Top/Bottom Vendors Exclude

All States Clear All

DC GU PR VI

NCUA Region

Central
Mid-Atlantic
New England
Southeast
Western

<< Back Clear Preview Next >>

Remove *Highlight any credit union to remove. Hold down ctrl to select more than one.

Non-Interest Income

- 7937 Credit Unions
- Averages
 - \$925,402 in Non-Interest Income
 - \$95.6M in Assets (slightly larger than \$75M)
 - \$83 dollars per member
 - 10.48% year/year growth









Non-Interest Income

- National + Asset Range (\$60M - \$90M)

Selection Process - Financials

Financials | Geography | Charter/FOM | Top/Bottom | Vendors | Exclude

Select criteria using account codes here

		Minimum	Maximum
Assets		60m	90m
Loans			
Investments			
Members			
a131+a659		1	
a131:1+a659:1		1	
			
			

Clear Preview Next >>

Matching Credit Unions: [0]

Remove *Highlight any credit union to remove. Hold down ctrl to select more than one.

Name & Save

Non-Interest Income

- 439 Credit Unions
- Averages
 - \$780,370 Non-Interest Income (down \$145T)
 - \$69 per member (down \$14)
 - 10.34% growth (essentially unchanged)

Non-Interest Income

- Regional + Asset Range

Selection Process - Geography

Financials **Geography** Charter/FOM Top/Bottom Vendors Exclude

All States Clear All

NCUA Region

Central
Mid-Atlantic
New England
Southeast
Western

* Hold CTRL to highlight more than one selection.

<< Back Clear

Preview Next >>

Matching Credit Unions: [0]

Remove *Highlight any credit union to remove. Hold down ctrl to select more than one.

Name & Save

Non-Interest Income

- 54 Credit Unions
- Averages
 - \$697,315 Non-Interest Income (down \$83T)
 - \$57 per member (down \$12)
 - 9.65% year/year growth


Non-Interest Income

- PA + Asset Range

Selection Process - Geography

Financials **Geography** Charter/FOM Top/Bottom Vendors Exclude

All States Clear All



DC
GU
PR
VI

NCUA Region

Central
Mid-Atlantic
New England
Southeast
Western

* Hold CTRL to highlight more than one selection.

<< Back Clear
Preview Next >>

Matching Credit Unions: [0]

Remove *Highlight any credit union to remove. Hold down ctrl to select more than one.

Name & Save

Non-Interest Income

- 21 Credit Unions
- Averages:
 - \$571,166 N.I.I. (ours is \$583T)
 - \$46 per member (down \$11)
 - 15.31% year/year growth (ours is 6%)

St	Name of Credit Union	Year Prior NII	Total Non Interest	Assets	Members	Non Interest Dollars per Mem	Growth NII
PA	Cornerstone	130,859	379,843	64,923,508	8763	43	190.27%
PA	Schuylkill County School Emplo	65,178	109,095	85,230,771	9102	12	67.38%
PA	Pittsburgh Teachers	387,468	549,570	87,559,647	13046	42	41.84%
PA	Penn East	433,600	611,603	84,373,708	13545	45	41.05%
PA	Viriva Community	444,673	595,697	60,478,526	14868	40	33.96%
PA	UFCW	613,138	743,054	82,585,927	16676	45	21.19%
PA	Boeing Helicopters	202,760	244,327	85,620,945	9433	26	20.50%
PA	USSCO Johnstown	708,853	838,423	83,296,161	14271	59	18.28%
PA	Washington Community	392,998	459,377	67,085,519	9065	51	16.89%
PA	Mennonite Financial	584,542	680,996	79,432,074	9856	69	16.50%
PA	New Cumberland	755,326	874,016	89,348,262	12990	67	15.71%
PA	CTCE	1,074,082	1,192,064	78,567,073	15390	77	10.98%
PA	Pennsylvania Central	573,726	635,427	66,057,117	13192	48	10.75%
PA	Erie Community	672,735	732,191	78,505,472	19426	38	8.84%
PA	NE PA Community	362,183	389,828	64,501,743	9704	40	7.63%
PA	Bucks First	549,154	577,317	75,977,437	14186	41	5.13%
PA	Keystone	559,608	579,321	60,367,699	8709	67	3.52%
PA	PPL GOLD	90,244	93,404	76,670,174	6857	14	3.50%
PA	First Capital	1,246,402	1,207,723	88,275,656	19278	63	-3.10%
PA	Omega	489,298	446,449	69,451,784	17033	26	-8.76%
PA	Pittsburgh Firefighters	65,573	54,770	61,567,368	5544	10	-16.47%
Averages for 21 credit unions:		495,352	571,166	75,708,408	12425	46	15.31%
Totals for 21 credit unions:		10,402,400	11,994,495	1,589,876,571	260934	46	15.31%

Non-Interest Income

- Points to Consider with the Board
 - Our \$583,000 Non-Interest Income is better than other PA CUs in our asset range by an average of \$13,000.
 - Discuss the product mix of the member base and zero in on where N.I.I. is generated. Is our \$ per member on pace?
 - Did the growth in N.I.I. for other PA CUs happen as a result of rate increases or new fees?