



HONORS, AWARDS AND RECOGNITIONS

Making a Difference

■ Michele Murphy Named to Sales Post at KeyPoint CU

MICHELE MURPHY has joined KEYPOINT CREDIT UNION as Director of Real Estate Sales. She will be responsible for expanding the Santa Clara, California-based credit union's mortgage lending presence, building the team of mortgage specialists and fostering new real estate lending partnerships.

Previously, Murphy served as Director of Real Estate and Business Lending at OE Federal Credit Union, the country's largest labor-based credit union. She has also held positions at SunTrust Mortgage, NationsBanc Mortgage and Bankers Mortgage Source.



Michelle Murphy

■ Houston Federal CU Implements CU Realty Service's HomeAdvantage

HOUSTON FEDERAL CREDIT UNION (HFCU) has partnered with CU REALTY SERVICES to implement HomeAdvantage® as a new service offering for its more than 58,800 members.

HomeAdvantage is a turnkey real estate marketing platform from CU Realty Services, the largest real estate Credit Union Service Organization (CUSO) in the United States.

Based in Sugar Land, Texas, HFCU is the third credit union in Texas to offer HomeAdvantage. The CU will utilize the platform to attract home-buying members and nurture them until they are ready to make a move.

The HomeAdvantage program features a co-branded member portal filled with valuable real estate tools for members, including the ability to search property listings, estimate property values and connect to an experienced real estate agent vetted by both CU Realty and HFCU.

■ Fintech Startup LenderClose Adds Employees

Des Moines, Iowa fintech startup LENDERCLOSE has expanded its staff, adding three new employees. To meet demand from its growing client base of community lenders nationwide, LenderClose has increased its workforce by more than 15 employees in the first half of 2019.

Joining the LenderClose team in July are sales representatives TROY ALLEN and KATHY BELL, and software developer CALEB SALT.

Allen, of Altoona, Iowa, is the former regional manager of Community 1st Credit Union in Indianola, Iowa. During his more than 17 years in banking, Allen achieved consistent loan and deposit growth and was recognized as a top sales professional.

Bell, of Grimes, Iowa, brings extensive experience in sales and business development, having most recently worked as a client executive with ACS and a senior sales executive with Dice Holdings, both in Urbandale, Iowa. She has expertise developing sales strategies in highly competitive markets.

Salt, of Chattanooga, Tennessee, is a developer with experience designing, coding and deploying software systems for more than 400 companies. In his most recent role as a software programmer analyst for IMT Computer Services in Des Moines, he worked in a fully test-driven development (TDD) agile programming environment.



Troy Allen



Kathy Bell



Caleb Salt

■ Consumers Credit Union Recognized as Veteran-Friendly Employer

The Michigan Veterans Affairs Agency has certified CONSUMERS CREDIT UNION as a silver-level Veteran-Friendly Employer in recognition of the organization's dedication to hiring and retaining veterans.

Veteran-Friendly Employer (VFE) certification means Kalamazoo, Michigan-based Consumers CU joins companies like GM, Kellogg's and Whirlpool, and many others who also have robust veteran hiring programs. There are more than 285 employers in the VFE program today, but only 9% have reached the silver-level certification.

■ Mortgage Coach Adds Patelco to Total Cost Analysis

With the addition of PATELCO CREDIT UNION, provider MORTGAGE COACH continues to accelerate and grow mortgage home loan financing for credit unions nationwide.

The Mortgage Coach Total Cost Analysis advances a credit union's commitment to providing every member with personalized service and home loan education, while providing a significant increase in mortgage volume.

"With a personalized Total Cost Analysis experience, every member can receive our professional advice accompanied by simple charts and graphs that analyze competitive mortgage loan options anytime, anywhere, on any device," said Andrew Kush, Director of Mortgage Sales at Patelco Credit Union.

Mortgage Coach streamlines and removes steps in the process to enhance the member experience. The Mortgage Coach TCA combines the most crucial technology requirements of modern mortgage lending with the dedication to transparency found at every credit union, creating an instant competitive advantage for these key community lenders.

■ TELL US ABOUT YOUR NEWS

We publish news of credit union real estate industry honors, awards and recognitions of individuals and organizations. We also publish news of housing-related community recognitions, such as Habitat for Humanity projects and National Association of Realtors cooperative ventures. ■ Send your news to krista.korfmacher@acuma.org and include who, what (be specific), when, where and, if desired, a head-and-shoulders photo (150 dpi) identifying the person being honored (name, title, organization). Deadlines are November 15 for the Winter Issue and May 15 for the Summer issue.