



HONORS, AWARDS AND RECOGNITIONS

Making a Difference

■ BCU Passes \$4 million in Give-Backs to Member Homeowners

BCU, one of the nation's top 100 credit unions with more than 260,000 members, has officially given back more than \$4 million to its members who purchase or sell homes, thanks to the HomeAdvantage® program from **CU REALTY SERVICES**. This milestone qualifies the Chicago-based credit union for the next level in CU Realty Services' Million Dollar Club.

The HomeAdvantage turnkey real estate marketing platform helps credit unions retain more of its members' purchase mortgage business. The front end offers tools that attract members at the beginning of their home buying journey while the back-end systems nurture them until they are ready to transact. This includes MLS listings, property valuations, marketing touchpoints, a network of real estate agents and a cash-back benefit at closing called HomeAdvantage Cash Rewards.

The Million Dollar Club recognizes

credit unions that have cumulatively saved their home-buying and home-selling members \$1 million or more in the form of HomeAdvantage Cash Rewards. More than \$50 million in HomeAdvantage Cash Rewards have been given back to credit union members during the program's lifetime.

BCU was first inducted into the Million Dollar Club in February 2017 as one of the club's inaugural members. They have since given back more than \$4.2 million and are one of 11 credit unions to have surpassed the \$1 million level. In the last 12 months alone, BCU completed over 430 real estate closings through HomeAdvantage and returned roughly \$763,000 in Cash Rewards to members. BCU members earn an average cash award of \$1,700 per transaction.

"HomeAdvantage has been a key part of our long-term purchase money strategy

at BCU," said **BOB PONDELICEK**, the credit union's Senior Director Real Estate Sales and Service. "I am absolutely thrilled with the program and the Cash Rewards we have returned to our members."

■ CU Realty Marks Anniversary

CU Realty Services, the largest real estate Credit Union Service Organization (CUSO) in the United States, recently marked its 20th anniversary. CU Realty's HomeAdvantage program was one of the first portals in the nation to offer searchable property listings on the Internet. Today, CU Realty helps more than 120 credit unions and mortgage CUSOs in 24 states attract and nurture homebuying members and close more purchase loans.

■ LenderClose Adds Chief Technology Officer

Des Moines fintech **LENDERCLOSE** has announced the addition of **MARTINA SCHUBERT** in the key position of Chief Technology Officer.

Schubert joins LenderClose with more than 25 years in information technology leadership experience. In her most recent role with DLL Financial Solutions Partner, a global leader in vendor finance, she was part of executive teams responsible for managing the enterprise-wide strategic and tactical planning process for information technology.

At LenderClose, Schubert will make executive decisions that align technological vision with the company's needs to positively impact current and future operations.

"The fintech sector is the birthplace of monumental innovation," said Schubert. "Helping credit unions and community banks more fully experience the game-changing potential of technology, especially in the mission-critical area of real estate lending, is something I'm really looking forward to."

Schubert's expertise spans several skill sets, including project management, team and executive leadership; global vendor management; and inter-departmental strategy development. Her professional achievements include driving customer retention and growth, improving loss ratio and delivering large-scale IT solutions.



Martina Schubert

■ 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 tburton@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.