

Home Equity Trends

competiscan

coviance™



25 April 2023



1 PM – 1:30 PM CT



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Chief Marketing Officer,
Coviance

Agenda

Introductions

Trends in Home Equity

Consumer Perceptions on HELOC Offers

Key Takeaways

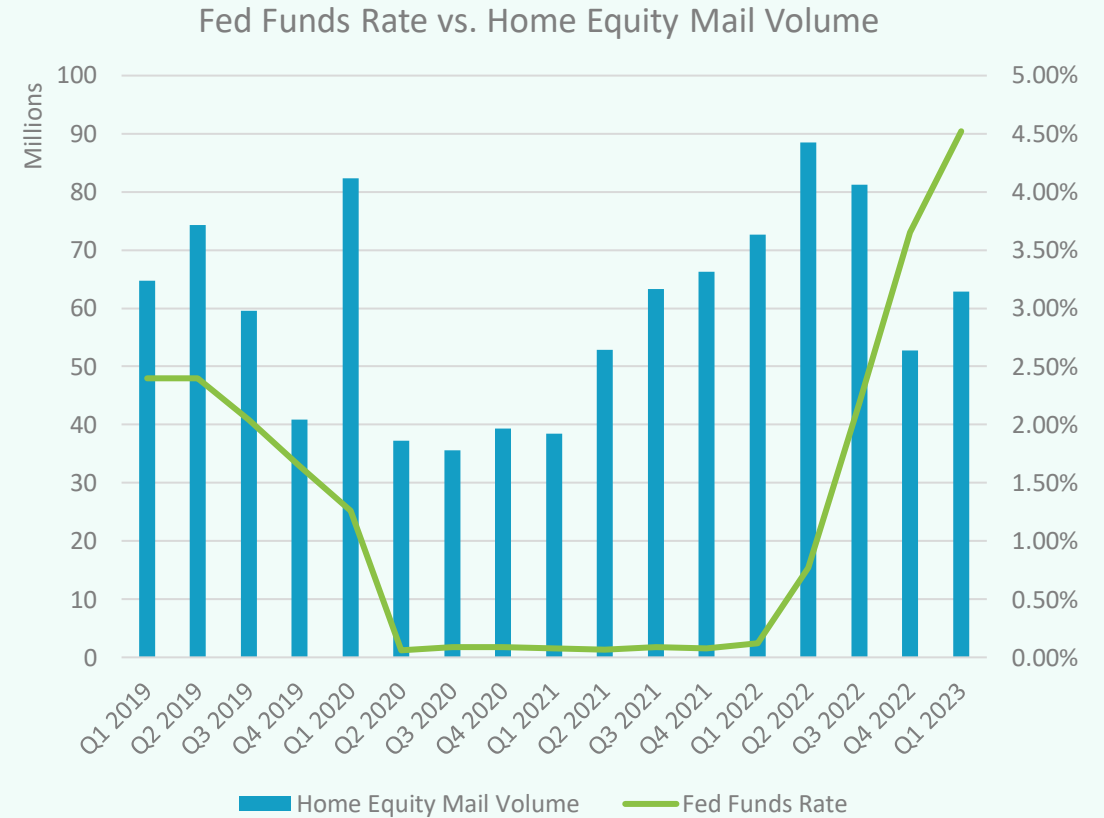
Q&A



Market Conditions

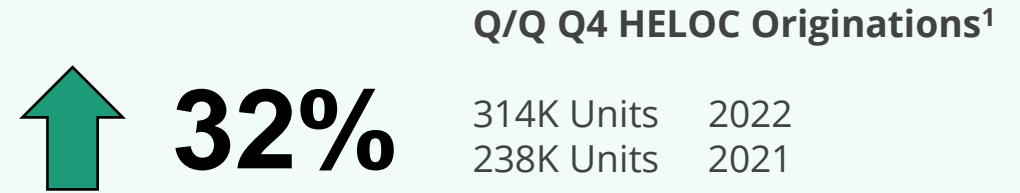


- Home Equity mail volumes have stayed relatively stable despite the increase in the Fed Funds Rate, offering a lower-rate option for lending needs to consumers during times of inflation.
- After years of peak refinance volumes, borrowers need alternative solutions.



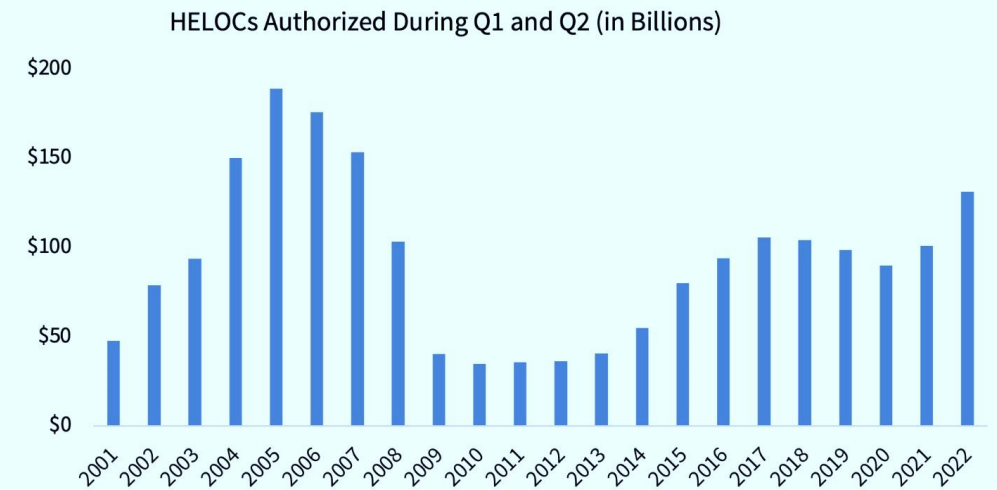
Pivoting marketing strategy to diversify product options is critical to weather the storm.

The Rise of Home Equity



- Historically high tappable equity and the previous historically low 1st mortgage rates, fuel the right conditions for home equity lending.
- HELOC growth is likely to continue at a record pace in 2023

Figure 1: HELOC Activity Grew to the Highest Level Since 2007²



Source: CoreLogic Public Records

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Educating homeowners on their tappable equity drives awareness of financial options.

¹ [ATTOM](#), 2022 U.S. Residential Property Mortgage Origination Report

² <https://www.corelogic.com/intelligence/the-return-of-home-equity-line-of-credit-activity/>

Home Equity Marketing Volumes



	2022 Q1	2022 Q2	2022 Q3	2022 Q4	2023 Q1
Mortgage	338,663,836	276,834,271	184,970,749	110,584,605	101,669,820
Home Equity	72,659,527	88,479,089	81,468,770	52,696,995	62,861,032
Home Equity % of Total	18%	24%	31%	32%	38%

- With the headwinds of a shrinking mortgage market, lenders (banks, credit unions, and nonbank fintechs) are competing for a smaller audience with increased gusto.
- In Q1 2023, home equity jumped to 38% of total mail volume.
- Home equity email volumes increased 158% q/q and 214% y/y.

Home Equity Product Estimated Volume
Q1 2019 - Q1 2023



Increasing competition requires marketers to break through the sea of sameness.

Pre-Screen Trends




- Home equity pre-screened offers remained the same in Q1 2023, accounting for 53% of all home equity offers, after decreasing in Q4 2022.
- Based on Competiscan historical tracking, pre-screened home equity offers are typically distributed via direct mail. Therefore, as email volumes have increased, the number of pre-screened offers have decreased.

Home Equity Pre-Screen Trend Over Time



Example HELOC Offers

BMO 

Status: Preselected¹

Make the most of the equity in your home.

Lock in your rate today and get a fixed rate as low as **6.89%** APR for up to 5 years.³


You've worked hard to build up the equity in your home and a **BMO Home Equity Line of Credit (HELOC)** is a great way to put that equity to use!


As a valued customer, you are preselected¹ for a HELOC with these great features:

- A fixed rate as low as 6.89% APR for up to 5 years.³
- \$0 application fee.⁴
- No to low closing costs.⁴
- Borrow only what you need.
- Apply and close online — complete the whole process from home.⁵

With a low interest rate and flexible repayment schedule, your **BMO HELOC** can help you make real financial progress.

Don't wait, apply today! This offer expires 1/31/2023.

 Scan to apply or visit bmo.com/heloc

 Call **1-888-340-2265**

You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll-free 1-888-567-8688. See [PRESCREEN & OPT-OUT NOTICE](#) on the other side for more information about prescreened offers.¹

Use your cash for what matters now:

- ✓ Improve your home
- ✓ Fund a major event
- ✓ Make a big purchase
- ✓ Consolidate debt
- ✓ Pay tuition
- ✓ Pay medical bills

Accept your fixed-rate HELOC offer today!

How can I use a HELOC?

- Renovate your home.
- Consolidate your debt.
- Make a large purchase.
- Have an emergency fund.
- Pay off education expenses.

FIGURE | You're pre-approved!¹

ACCEPT your PRE-APPROVED¹ FIGURE HELOC offer in 5 MINUTES and get FUNDING IN AS FEW AS 5 DAYS.²

Use your cash for what matters now:


- ✓ Improve your home
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- ✓ Make a big purchase
- ✓ Consolidate debt
- ✓ Pay tuition
- ✓ Pay medical bills

Please respond by **APRIL 15, 2023**

To accept your fixed-rate⁶ HELOC offer:

Go to Figure.com/save, or use your phone camera to scan this QR code and go directly to the site.

Your reservation code:



You can choose to stop receiving "prescreened" offers of credit from this and

Example HELOC Offers



IT'S MORE THAN ACCESSING YOUR HOME'S VALUE. IT'S

appreciating your worth

Switch and save with an
ESL HOME EQUITY LINE OF CREDIT

GET A SPECIAL LOW INTRO RATE
12 MONTHS AT **4.50%^{APR}** THEN **8.25%^{APR}**
with an LTV up to 90% with an LTV up to 80%
* MORE MONEY EACH YEAR IN YOUR OWNERS' DIVIDEND!

NO CLOSING COSTS!

You've got better lending options. And when you choose an **ESL HOME EQUITY LINE OF CREDIT**, your home's increased value works in your favor. It's a flexible and accessible solution to support your projects and plans, and you only pay for what you use as your needs grow and change.

BUDGET-FRIENDLY FEATURES:

- Special low interest rate for 12 full months, plus a competitive ongoing rate!
- Easy access to cash
- No annual fees
- Earn more each year in your Owners' Dividend!
- No closing costs!

Or consider a fixed and steady **ESL HOME EQUITY LOAN** for a low rate that's locked in, with predictable monthly payments and a variety of payment terms. Learn the difference between our ESL Home Equity Solutions at esl.org/equity-solutions.

4 EASY WAYS TO APPLY

STOP BY any of our 23 branches
CALL 585.336.1000 or 800.848.2265
SCAN the QR code
GO TO esl.org/equity-solutions

1. Rate shown as of 2/27/23 and is subject to change without notice. The introductory rate is fixed for 12 months from the time of closing. Thereafter, the contract rate is based on Prime Rate plus your contract margin and may vary monthly but never exceed 15.99%. The Prime Rate was 7.75% as of 2/27/23 and one that is based on a top-to-value ratio up to 80%. There are other rates available for a loan to value exceeding 80%. Minimum line amount is \$5,000. Offers are for new accounts only and subject to credit approval. Actual rates may vary.

2. Qualification for the Owners' Dividend is subject to eligibility requirements. Payment of a Dividend is not guaranteed.

3. ESL pays for all closing costs and fees. However, if you close your account within the first 36 months of your account open date, you must reimburse us for actual costs and fees paid in connection with opening your account. Property insurance and flood insurance, if applicable, are required. ESL is a registered service mark of ESL Federal Credit Union.

222 CHESTER STREET
ROCHESTER, NY 14604

PRINT STD.
U.S. POSTAGE
PAID
ROCHESTER, NY
PERMIT # 4166

Don't Move. Improve!

LOW RATE HOME EQUITY LOANS

GENISYS

Get the Cash You Need

Your house is an asset that can help you reach your financial goals. When you have equity in your home, you can turn it into an affordable home equity loan that can be used for a variety of needs:

Home improvements • Debt consolidation • Vacations • College Tuition

We offer two great options to choose from to borrow money based on the value of your home.

Flex Home Equity Line of Credit

- Apply for a credit limit that you can draw against in various amounts as needed
- Payments will vary from month to month based on the current balance of the line of credit
- Offers a "Lock" benefit that allows you to convert a portion of the outstanding balance to a fixed rate home equity loan in \$5,000 or more increments
- Keep remaining portion of your line of credit open for draws and payments as needed

Fixed-rate, fixed-term Home Equity Loan

- Apply once for a specific loan amount with a specific term
- Payments will be the same every month until the loan is paid off

genisyscu.org

Get Started Today!
Choose your preferred method of applying:

- Apply online, anytime, anywhere, on any device at www.genisyscu.org
- Call a Home Equity Representative at 248-322-9800 or 800-521-8440, ext. 3

PRESORTED STANDARD MAIL PERMIT NO. 295

GENISYS CREDIT UNION

P.O. Box 436034
Pontiac, MI 48343-6034

INSURED BY NCUA

NMLS #407000

WE'VE ELEVATED HOME LOANS TO AN ART FORM

Turn your home's equity into a line of credit with no closing costs, no points and no annual fee.

CALTECH EMPLOYEES Federal Credit Union

ACCESS THE EQUITY IN YOUR HOME

In the last decade, a surge in home prices has built considerable wealth for many homeowners. Many borrowers have benefited from the low rate, high value housing market by tapping into the increased equity of their home. You, too, can take advantage of this golden opportunity with a Home Equity Line of Credit from CEFCU.

Secured by your home, this low-cost revolving line of credit can be used for any purpose — from remodeling and repairs to simply paying off more costly debt. Our lines of credit feature:

- NO points
- NO annual fee
- NO recording fees
- NO title fees
- NO maintenance fees
- NO pre-payment penalty
- NO closing costs*

Wait! There's more.
You'll be able to access up to 75% of your home's combined loan-to-value, up to \$500,000 and, in some cases, higher limits may apply.

Visit our Real Estate Loan Center to learn more and apply today. Or, call us at (800) 592-3328 ext. 404 to speak with a real estate lending expert.

*Certain exceptions may apply for jumbo loans or property types. Rates and terms are those in effect at the time of release and are subject to change without notice. First loan approval is subject to credit and collateral review as well as existing program guidelines. Higher limits may be extended based on certain criteria. Combined Loan-to-Value (CLTV) not to exceed 75% of the appraised property value. Property must be located in California. Property insurance is required. \$1,000 processing fee is applied on new money loans or refinanced loans from another financial institution. Maximum APR is 18% on 10-Year Interest Only Lines and 14% on Traditional Lines. The APR is variable, based on an index plus a margin and subject to change four times a year. The index is the highest Prime Rate published in The Wall Street Journal. CEFCU is an Equal Housing Lender. NMLS #2026590.

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PO Box 11001
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www.cefcu.org • (800) 592-3328

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Key Takeaways



1. Home Equity can be the lead product.

Be proactive about educating homeowners on their tappable equity.

2. Winning hearts and minds takes more than a great rate.

Borrowers expect fast and friction-less experiences. Consider a fintech partner to elevate capabilities.

3. Be aggressive and bold with testing to avoid the sea of sameness.

Staying competitive in a smaller mortgage market is a must.

Q&A



competiscan

Insights

Competiscan Research & Insights

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 research@competiscan.com
 www.competiscan.com



LinkedIn: Competiscan




Twitter: @Competiscan



Instagram: @Competiscan

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Appendix





COMPETI-AWARD

THIS CERTIFICATE IS AWARDED TO

BMO

Consumer Most Likely to Respond to HELOC Offer.

Richard Goldman, CEO and Founder

HELOC Offers



Bank of America

BANK OF AMERICA

So many possibilities

You have a **low 7.700% variable APR contract rate** (as of 01/18/2023), plus there is no fee to access it.

Account ending in: [REDACTED]
Your credit limit as of 01/18/2023: \$200,000

Your HELOC can make it happen

- Improve your home**
Make the renovations you need for the lifestyle you want. Backyard living, open floor plans, room restorations and more.
- Repair and maintain what you rely on**
Don't let small problems become big ones. Replace old appliances, worn-out roofing, damaged siding and make other home repairs.
- Maximize your financial strength**
Take advantage of your low variable rate for debt consolidation,¹ education and other major expenses.

Make accessing your HELOC easy:

- ✓ Sign in to Online Banking at bankofamerica.com or use the **Mobile Banking app**!
- ✓ Access your **HELOC account**.
- ✓ Transfer funds from your HELOC to your **Bank of America Advantage Banking** checking account.

The full benefit of your account

After transferring funds from your HELOC to your checking account, access funds by:

- ATM
- Debit card
- Personal check
- Person-to-person payment app

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BMO

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Status: Preselected¹

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Don't wait, apply today! This offer expires 1/31/2023.

Scan to apply or visit bmoharris.com/heloc | Call 1-888-340-2265

You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll-free 1-888-567-8688. See **PRESCREEN & OPT-OUT NOTICE** on the other side for more information about prescreened offers.²

Citizens

CITIZENS FASTLINE

YOU'RE PRE-QUALIFIED¹ TO BORROW \$250,000

PAY AS LITTLE AS \$1,607 PER MONTH WITH A VARIABLE RATE AS LOW AS 8.00% APR.² (PRIME + 0.25%)

Cash in hand in as little as 2 weeks.

- Enter your personal invitation code (below) and last 4 of your SSN.
- Apply via mobile³ or online in 3 minutes or less.
- Easily upload a few documents to our digital portal.
- Be ready to close in as few as 7 days.

Personal Invitation Code: [REDACTED]

Scan to get started with Citizens FastLine

Accept your personalized offer by April 2, 2023 at citizensbank.com/meetfastline.

TRUST THE #1 LENDER⁴
As the country's leading home equity lender, we look forward to sharing our experience with you.

Your pre-qualified status for a home equity line of credit is available through 4/2/2023. Rates subject to change and maximum line of credit amounts apply. Please see important information on the back of this letter.

Figure Lending

FIGURE | You're pre-approved!¹

ACCEPT your PRE-APPROVED¹ FIGURE HELOC offer in 5 MINUTES and get FUNDING IN AS FEW AS 5 DAYS.²

Use your cash for what matters now:

- ✓ Improve your home
- ✓ Fund a major event
- ✓ Make a big purchase
- ✓ Consolidate debt
- ✓ Pay tuition
- ✓ Pay medical bills

Please respond by APRIL 15, 2023

To accept your fixed-rate³ HELOC offer:
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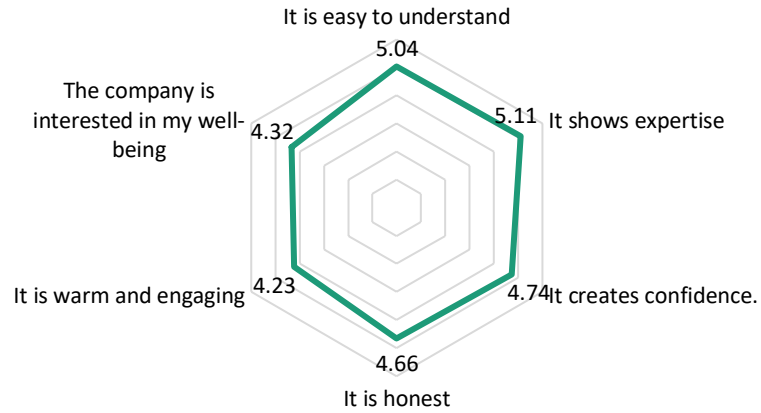
Your reservation code: [REDACTED]

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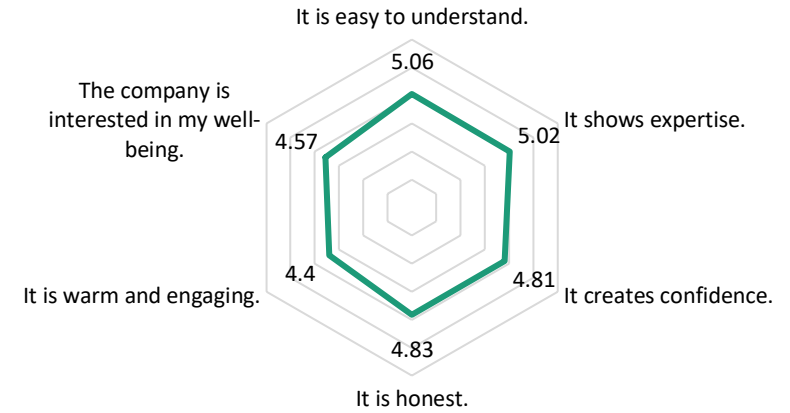
Consumer Perceptions of HELOC Offers (Lenders)



Bank of America



BMO



Citizens

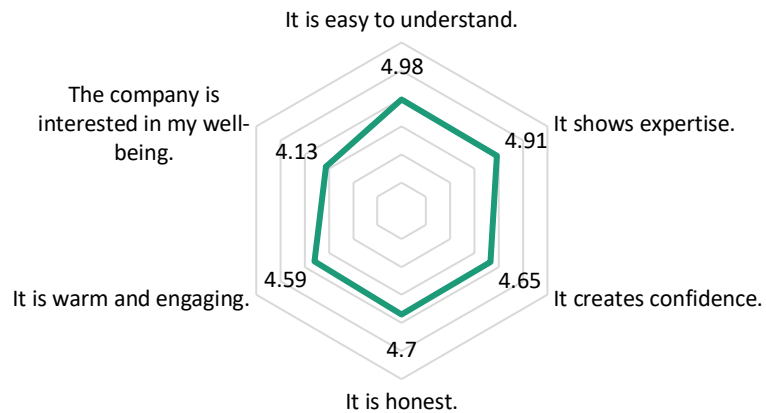
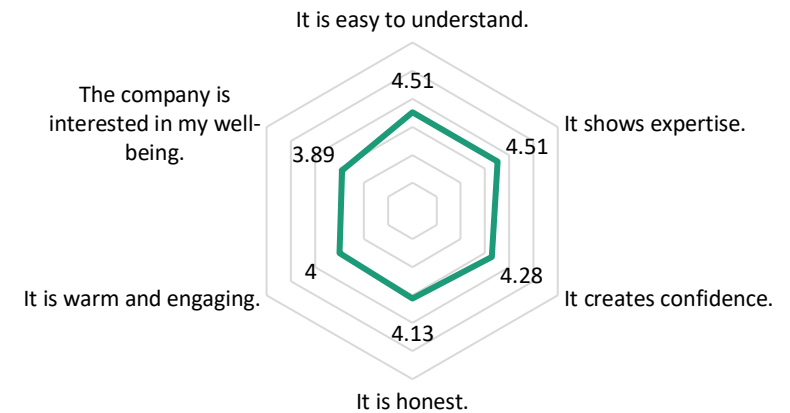


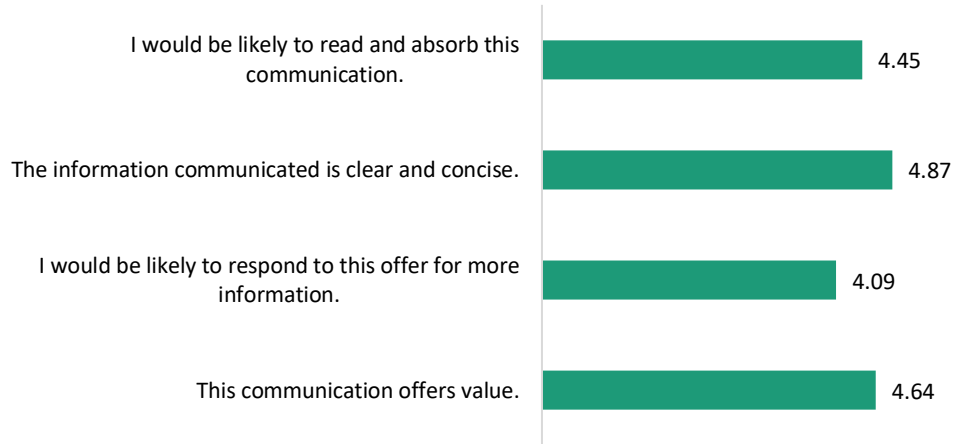
Figure Lending



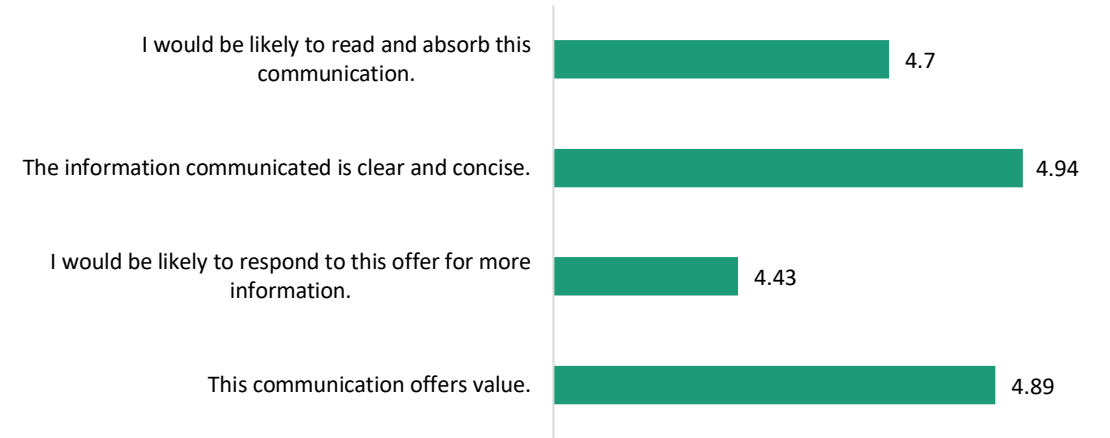
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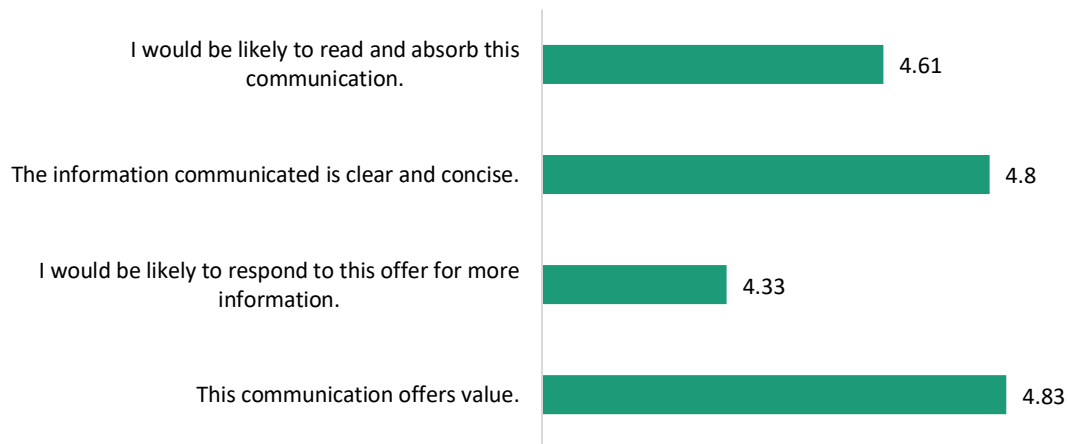
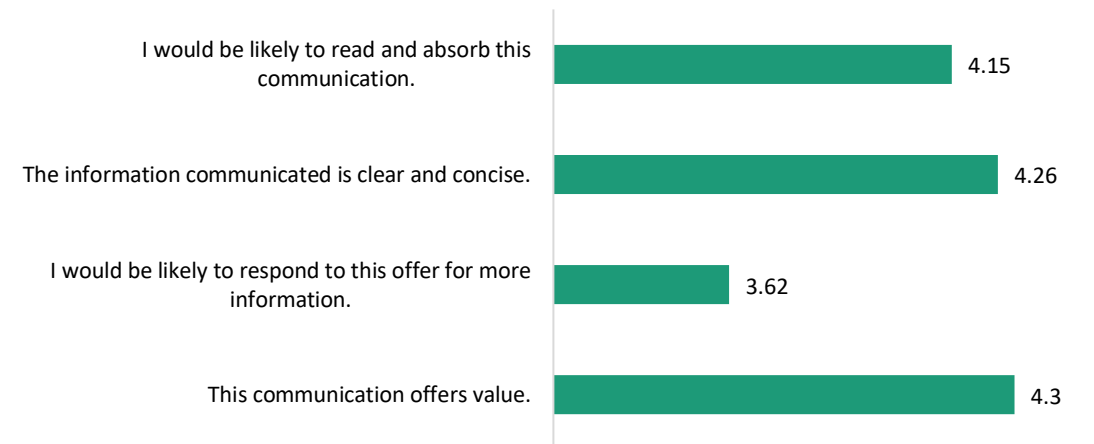


Figure Lending





COMPETI-AWARD

THIS CERTIFICATE IS AWARDED TO

ESL FEDERAL CREDIT UNION

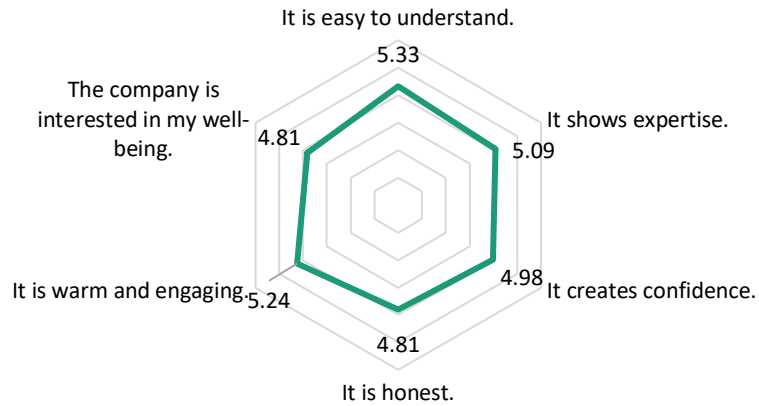
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Richard Goldman, CEO and Founder

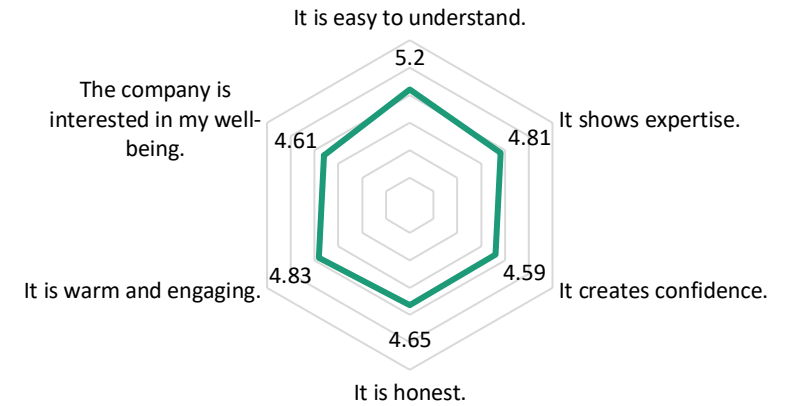
Consumer Perceptions of HELOC Offers (Credit Unions)



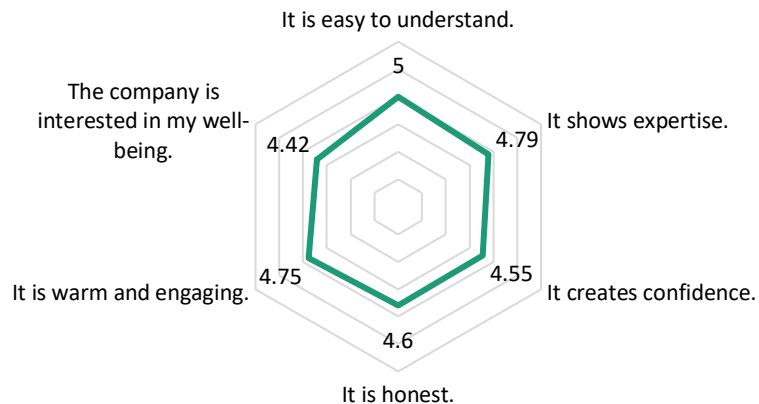
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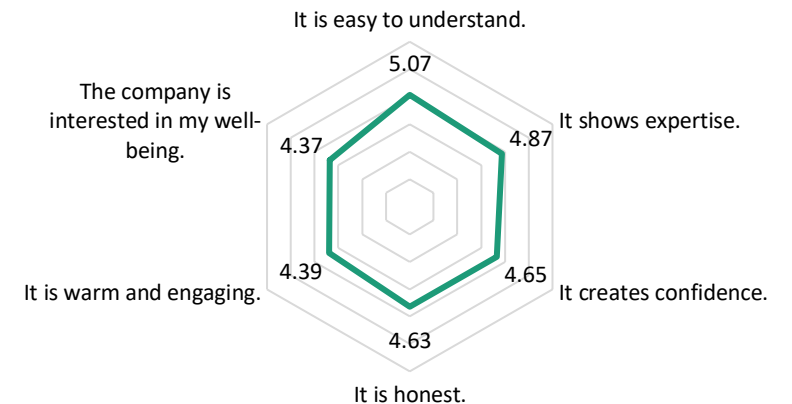
Genisys Credit Union



Garden Savings Federal Credit Union



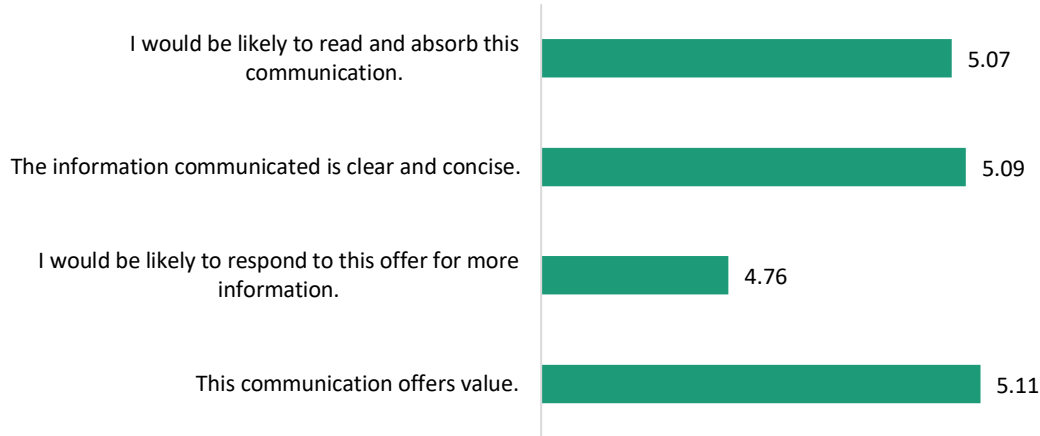
Caltech Employees Federal Credit Union



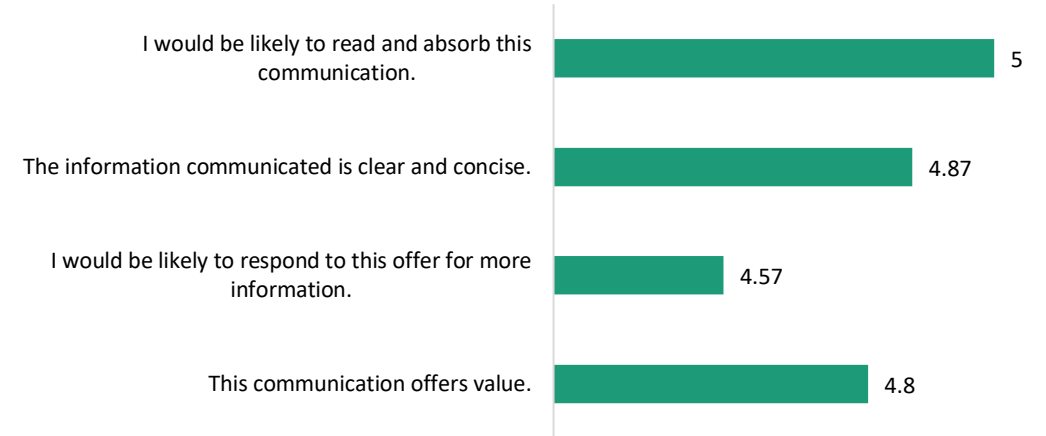
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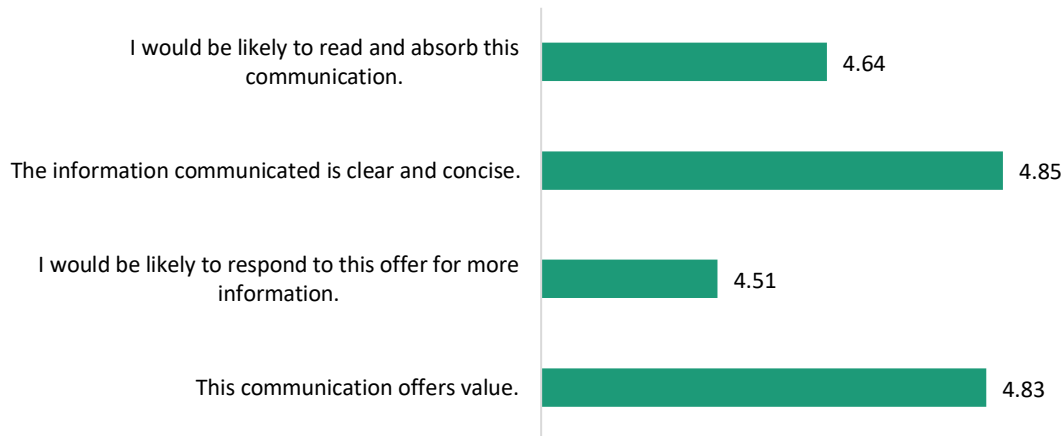
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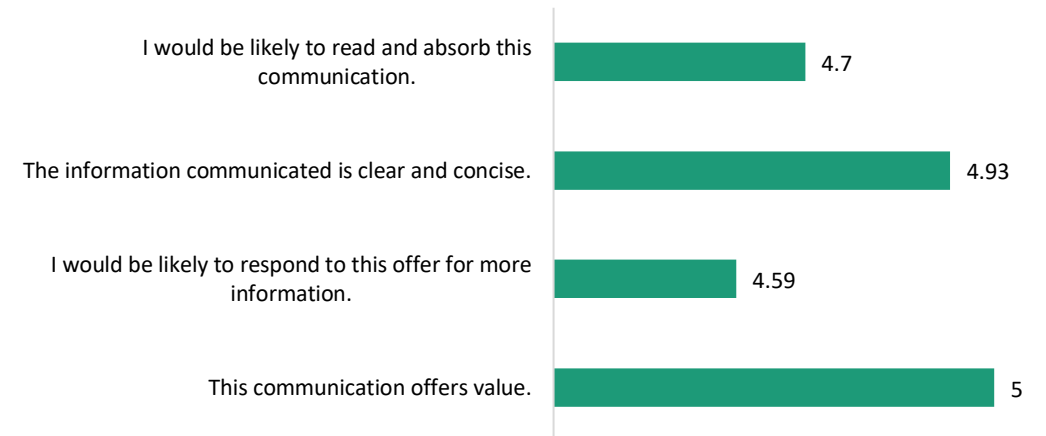
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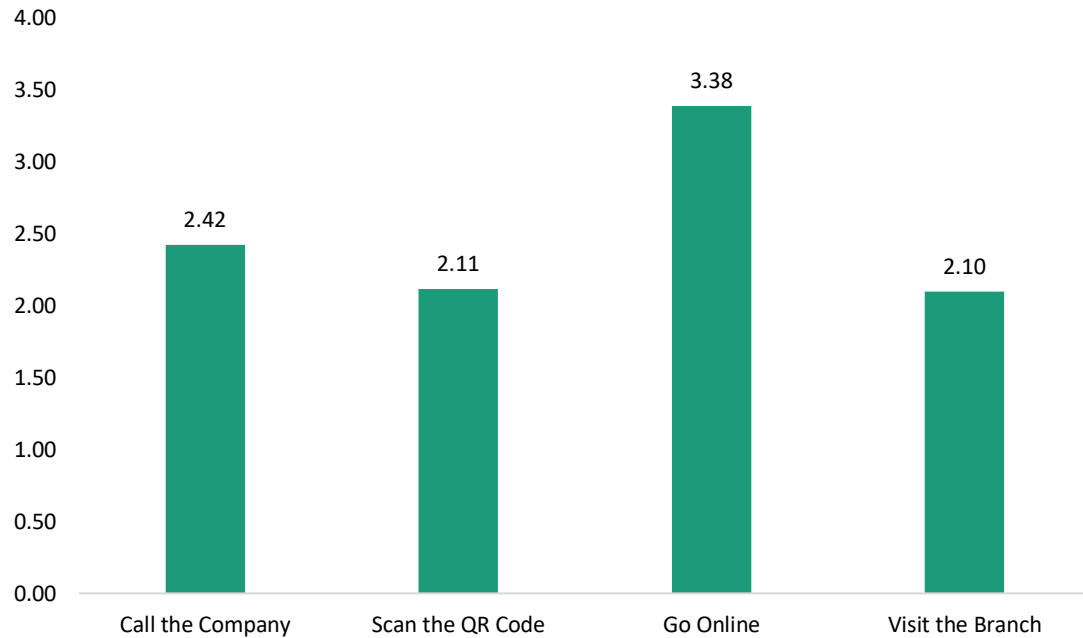


Consumer Response Preference on HELOC Offers

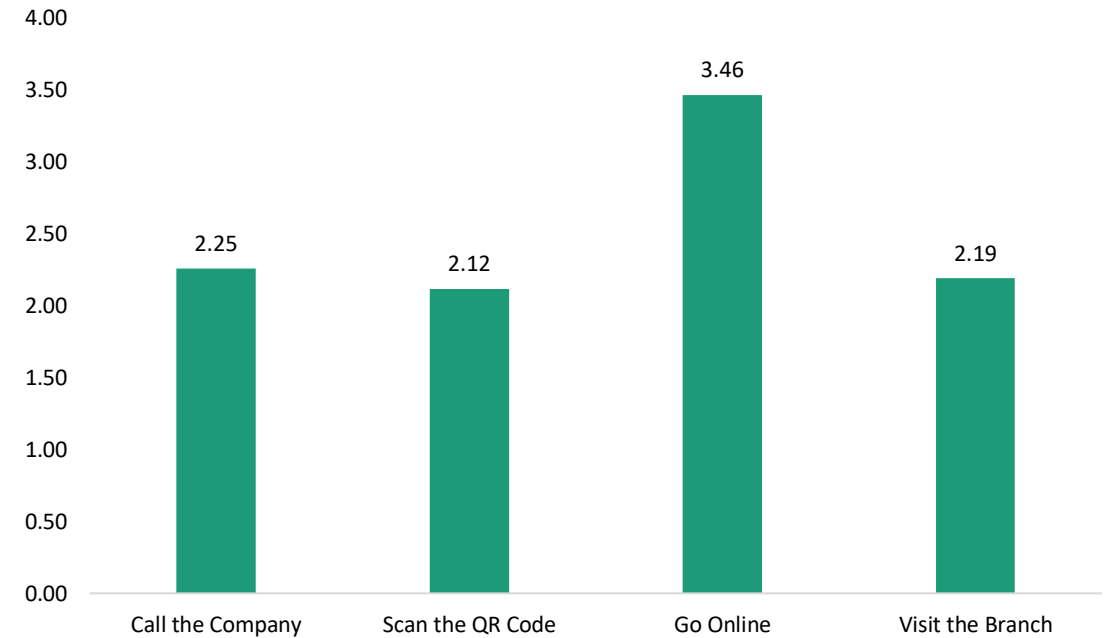


Consumers preferred going online to respond to a home equity line of credit offer rather than having to call the company, scan a QR code or visit a branch location.

Credit Union Offers



Lender Offers



Bank of America



BANK OF AMERICA

So many possibilities

You have a **low 7.700% variable APR contract rate** (as of 01/18/2023), plus there is no fee to access it.

ELECTRONIC SERVICE REQUESTED

Account ending in: [redacted]
Your credit limit as of 01/18/2023: \$200,000

Dear [redacted]

Your Bank of America® home equity line of credit (HELOC) can help you transform your home and take care of large expenses. It starts with a **low 7.700% variable APR contract rate** (as of 01/18/2023).

Your HELOC can make it happen

Improve your home
Make the renovations you need for the lifestyle you want. Backyard living, open floor plans, room restorations and more.

Repair and maintain what you rely on
Don't let small problems become big ones. Replace old appliances, worn-out roofing, damaged siding and make other home repairs.

Maximize your financial strength
Take advantage of your low variable rate for debt consolidation,³ education and other major expenses.

Make accessing your HELOC easy:

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- ✓ Access your HELOC account.
- ✓ Transfer funds from your HELOC to your **Bank of America Advantage Banking** checking account.

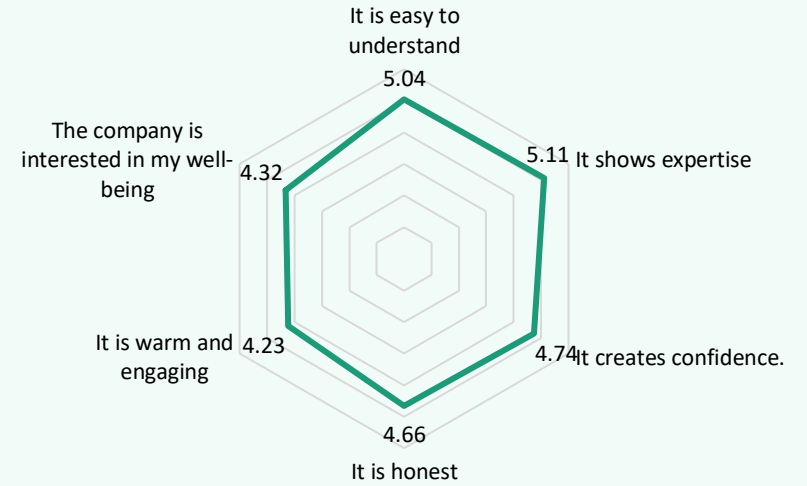
The full benefit of your account

After transferring funds from your HELOC to your checking account, access funds by:


- ATM
- Debit card
- Personal check
- Person-to-person payment app

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BBNC-FM0223

See reverse side for important information

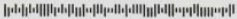






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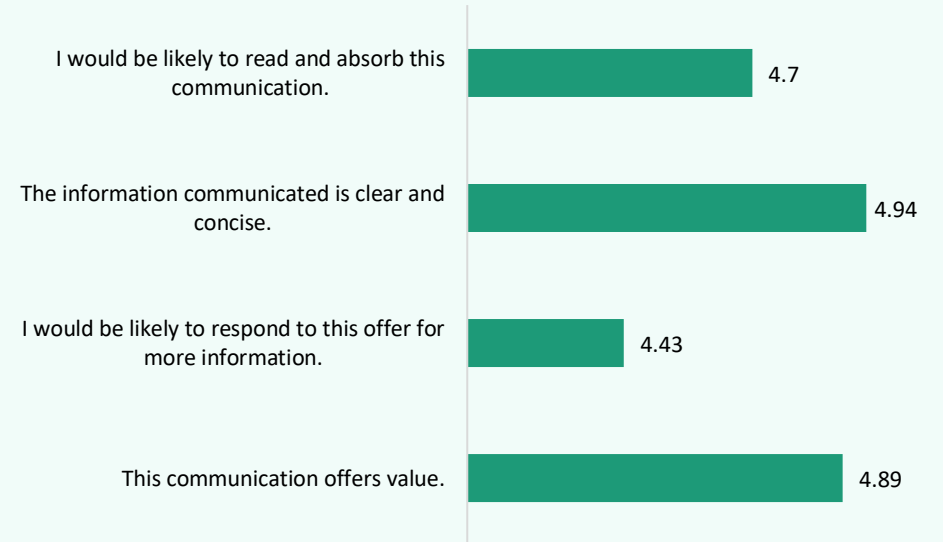
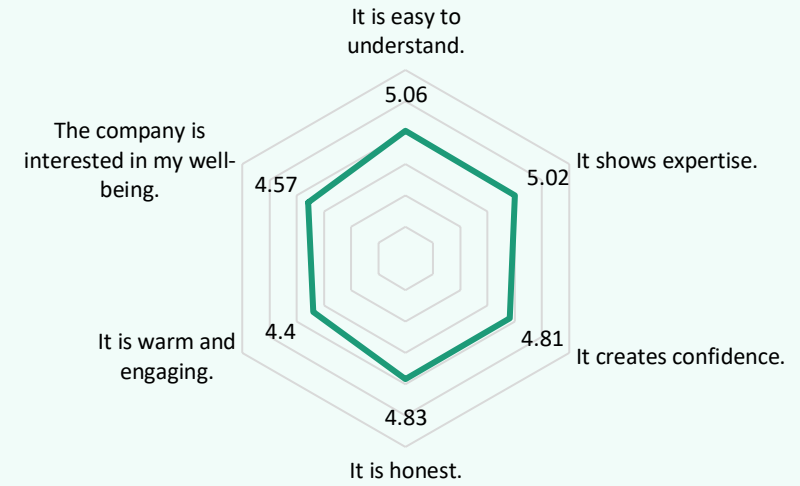
Scan to apply or visit
bmoharris.com/heloc



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Citizens





CITIZENS FASTLINE

**Ideas pop up fast.
So could the money
to fund them.**

Big plans, big ideas, big goals. Life's full of things you'd like to get done. Getting a home equity line of credit (HELOC) with Citizens FastLine™ is the modern, fast way to make that happen. And since you're already pre-qualified, you could have cash in hand in as little as 2 weeks. No application fees, closing costs, or origination fees*. So, you can concentrate on making your dreams come true.

TRUST THE #1 LENDER™
As the country's leading home equity lender, we look forward to sharing our experience with you.

Your pre-qualified status for a home equity line of credit is available through 4/2/2023. Rates subject to change and minimum line of credit amounts apply. Please see important information on the back of this letter.

YOU'RE PRE-QUALIFIED* TO BORROW
\$250,000
PAY AS LITTLE AS \$1,667 PER MONTH WITH A VARIABLE RATE AS LOW AS 8.00% APR.¹
(PRIME + 0.25%)

Cash in hand in as little as 2 weeks.

-  Enter your personal invitation code (below) and last 4 of your SSN.
-  Apply via mobile² or online in 3 minutes or less.
-  Easily upload a few documents to our digital portal.
-  Be ready to close in as few as 7 days.

Personal Invitation Code:



Scan to get started with Citizens FastLine

Accept your personalized offer by April 2, 2023 at citizensbank.com/meetfastline.

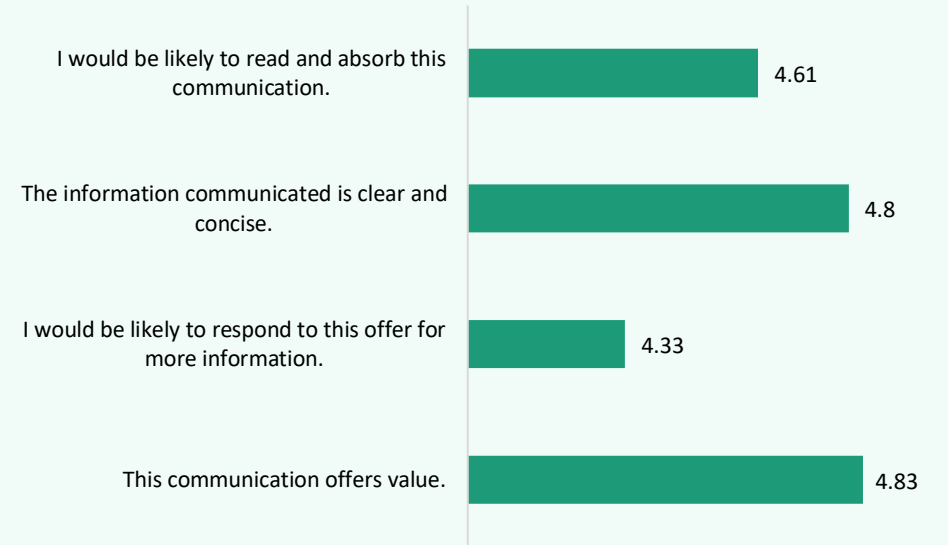
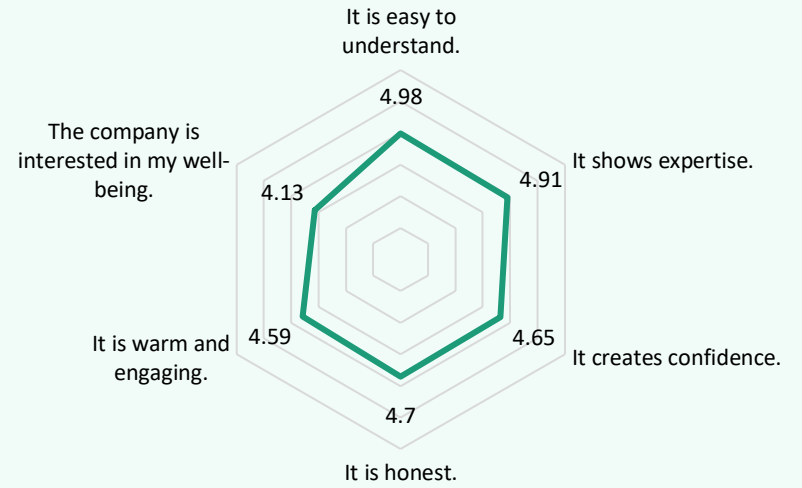


Figure Lending



FIGURE | You're pre-approved!¹

Accept your fixed-rate HELOC offer today!

ACCEPT your PRE-APPROVED¹ FIGURE HELOC offer in 5 MINUTES and get FUNDING IN AS FEW AS 5 DAYS.²

Use your cash for what matters now:

- ✓ Improve your home
- ✓ Fund a major event
- ✓ Make a big purchase
- ✓ Consolidate debt
- ✓ Pay tuition
- ✓ Pay medical bills

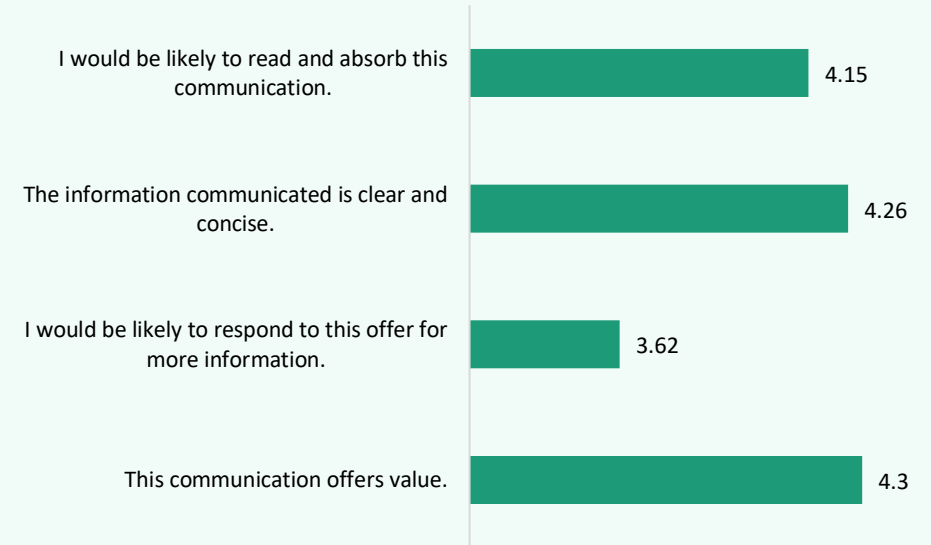
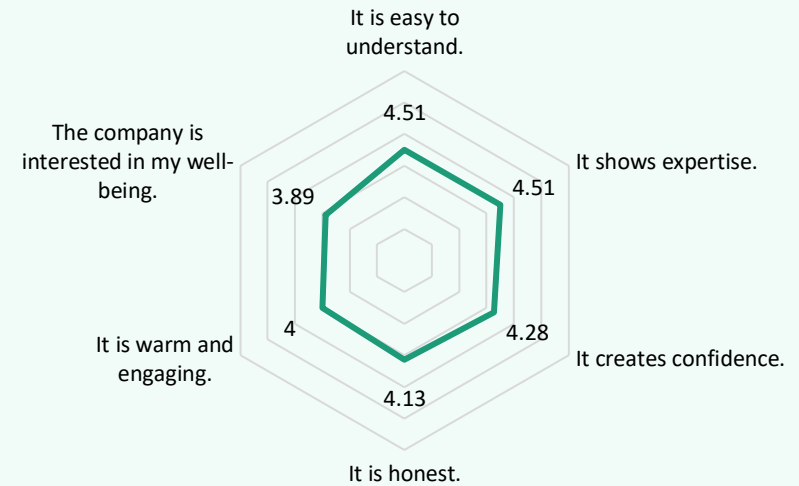
Please respond by **APRIL 15, 2023**

To accept your fixed-rate⁶ HELOC offer:

Go to Figure.com/save, or use your phone camera to scan this QR code and go directly to the site.

Your reservation code:

You can choose to stop receiving "prescreened" offers of credit from this and



ESL Federal Credit Union




IT'S MORE THAN ACCESSING YOUR HOME'S VALUE, IT'S

appreciating your worth

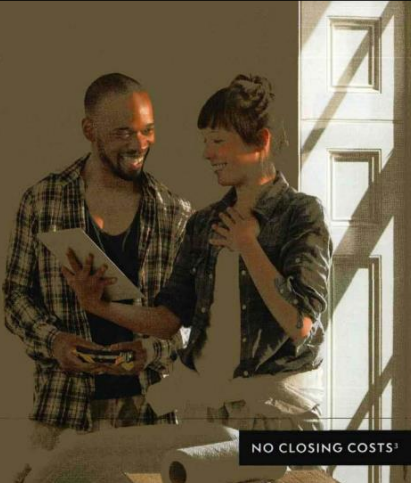
Switch and save with an
ESL HOME EQUITY LINE OF CREDIT

GET A SPECIAL LOW INTRO RATE
12 MONTHS AT **4.50%** APR THEN **8.25%** APR
with an LTV up to 90% with an LTV up to 80%

* MORE MONEY EACH YEAR IN YOUR OWNERS' DIVIDEND*



NO CLOSING COSTS¹




You've got better lending options. And when you choose an ESL HOME EQUITY LINE OF CREDIT, your home's increased value works in your favor. It's a flexible and accessible solution to support your projects and plans, and you only pay for what you use as your needs grow and change.

BUDGET-FRIENDLY FEATURES:

- Special low interest rate for 12 full months, plus a competitive ongoing rate*
- Easy access to cash
- No annual fees
- Earn more each year in your Owners' Dividend*
- No closing costs²


Or consider a fixed and steady ESL HOME EQUITY LOAN for a low rate that's locked in, with predictable monthly payments and a variety of payment terms. Learn the difference between our ESL Home Equity Solutions at esl.org/equity-solutions.

4 EASY WAYS TO APPLY




STOP BY any of our 23 branches
CALL 585.336.1000 or 800.848.2265
SCAN the QR code
GO TO esl.org/equity-solutions

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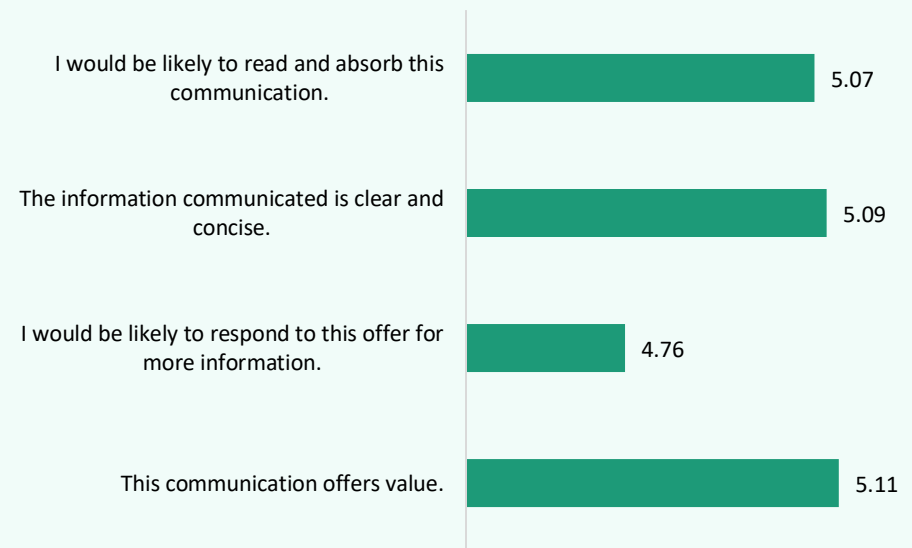
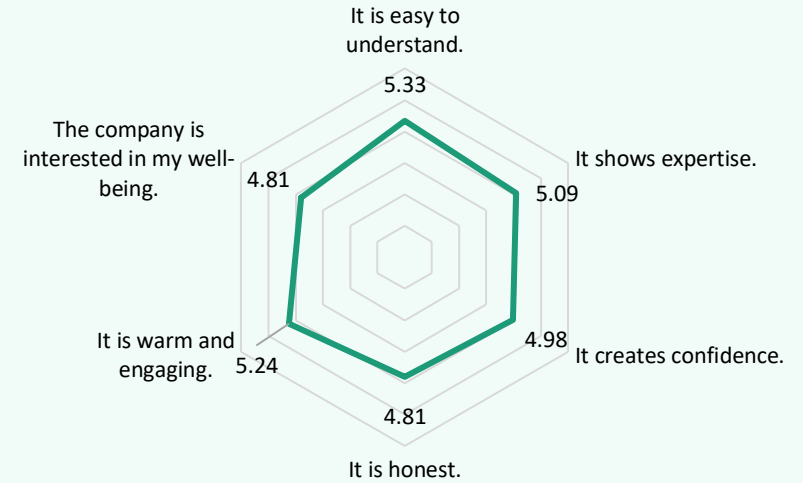
1. Rate shown as of 2/22/23 and is subject to change without notice. The introductory rate is fixed for 12 months from the time of closing. Thereafter, the contract rate is based on Prime Rate plus your contract margin and may vary monthly but never exceeds 15.9%. The Prime Rate was 7.25% as of 2/22/23 and rate featured is based on a loan-to-value ratio up to 80%. There are other rates available for a loan-to-value exceeding 80%. Minimum line amount is \$5,000. Offers are for new accounts only and subject to credit approval. Actual rates may vary.

2. Qualification for the Owners' Dividend is subject to eligibility requirements. Payment of a Dividend is not guaranteed.

3. ESL pays for all closing costs and fees. However, if you close your account within the first 36 months of your account open date, you must reimburse us for actual costs and fees paid in connection with opening your account. Property insurance and flood insurance, if applicable, are required.

ESL is a registered service mark of ESL Federal Credit Union.





Genisys Credit Union





Don't Move. Improve!

LOW RATE HOME EQUITY LOANS

Get the Cash You Need

Your house is an asset that can help you reach your financial goals. When you have equity in your home, you can turn it into an affordable home equity loan that can be used for a variety of needs:

Home improvements • Debt consolidation • Vacations • College Tuition

We offer two great options to choose from to borrow money based on the value of your home.

Flex Home Equity Line of Credit

- Apply for a credit limit that you can draw against in various amounts as needed
- Payments will vary from month to month based on the current balance of the line of credit
- Offers a "Lock" benefit that allows you to convert a portion of the outstanding balance to a fixed rate home equity loan in \$5,000 or more increments
- Keep remaining portion of your line of credit open for draws and payments as needed

Fixed-rate, fixed-term Home Equity Loan

- Apply once for a specific loan amount with a specific term
- Payments will be the same every month until the loan is paid off

Get Started Today!

Choose your preferred method of applying:

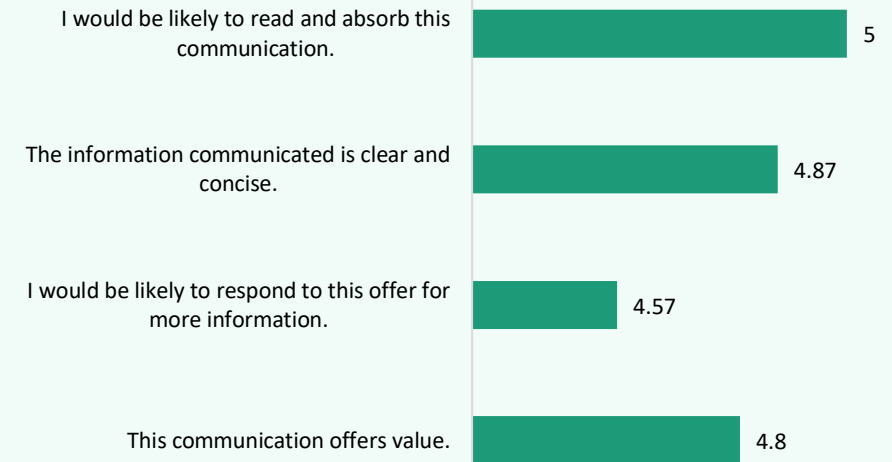
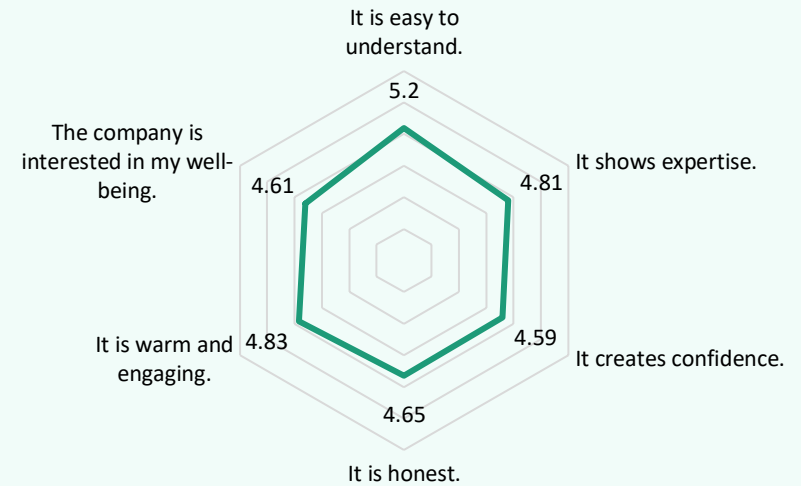
- Apply online, anytime, anywhere, on any device at www.genisyscu.org
- Call a Home Equity Representative at 248-322-9800 or 800-521-8440, ext. 3



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 Pontiac, MI 48343-8034

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genisyscu.org NMLS #409008



Garden Savings Federal Credit Union



1.99% APR*
for the first six months

YOU ARE PREQUALIFIED

Consolidate your debt with a Home Equity Line of Credit from **Garden Savings Federal Credit Union!**

Garden Savings FEDERAL CREDIT UNION

This "prescreened" offer of credit is based on information in your credit report indicating that you meet certain criteria. This offer is not guaranteed if you do not meet our criteria including providing acceptable property as collateral. If you do not want to receive prescreened offers of credit from this and other companies, call 1-888-567-8688, visit www.gardensavingsfcu.com or write: Transition Name Removal, PO Box 505, Woodbury, PA 19094-0205; Equifax Opt Out, PO Box 919 Allen, TX 75013; Equifax Options, PO Box 740123, Atlanta, GA 30374-0123.

You're pre-qualified for a Home Equity Line of Credit from Garden Savings Federal Credit Union. Whether you are looking to make home improvements, build an addition, pay a tuition or even take a dream vacation ... our Home Equity Lines of Credit can help get you there. We also offer great rates on first mortgages and mortgage refinances. Contact our loan department for details.

Garden Savings FEDERAL CREDIT UNION
129 Littleton Rd - Parsippany, NJ 07054

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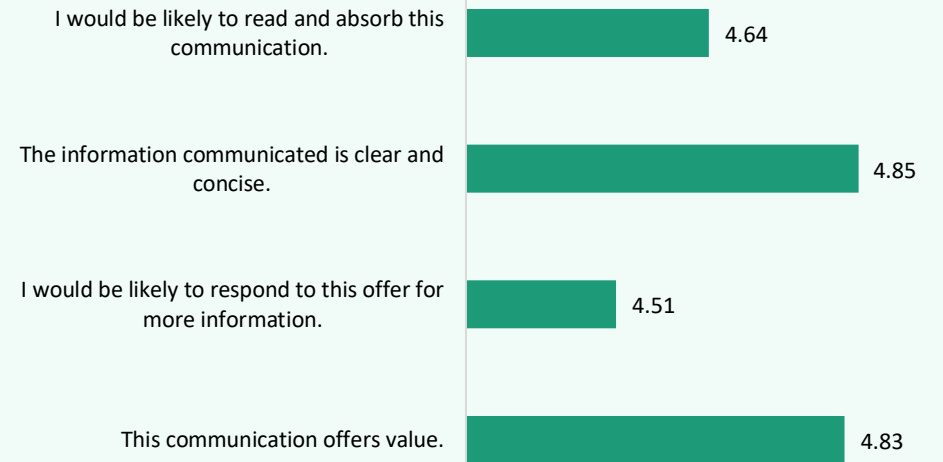
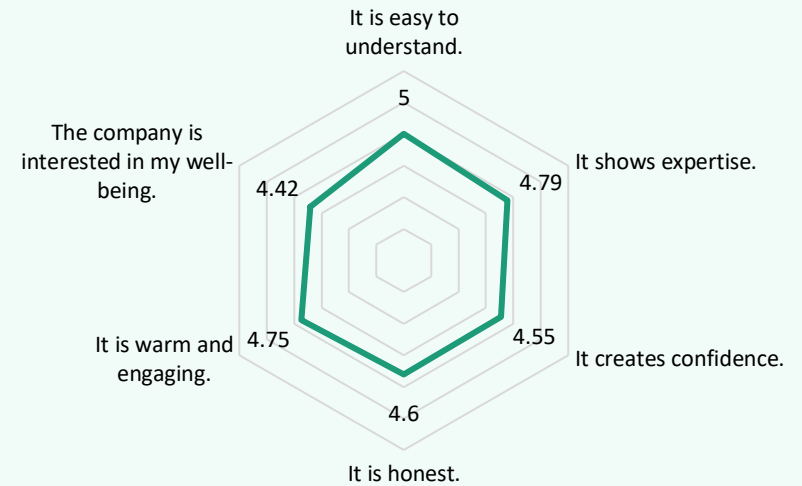
- 1.99% APR* for 6 months
- No closing costs
- Quick turnaround

Apply Today!

Call Us 973.576.2000 | Email Us Mortgagedept@gardensavingsfcu.com | Visit Us Parsippany, Dover, South Orange and Newark

You may choose to stop receiving "prescreened" credit offers by calling 1-888-567-8688. See "Prescreen & Opt-out Notice" on the other side for more information.

**Introductory rate applies for the first six months of the loan. Your rate will be based upon your credit standing. Floor Rates and other conditions apply. Initial rate after promotional rate expires is the Prime Rate plus a margin, with a floor rate of 3% APR. This index is variable based on the products. Home equity loans with a loan-to-value (LTV) higher than 80% LTV have a higher index rate. 100% LTV Home Equity Loans are available. Specific terms and restrictions apply. Contact a loan officer for more details. Only available in NJ, NY, and PA. Garden Savings FCU is an Equal Opportunity Lender. APR = Annual Percentage Rate. Rates are for qualified borrowers. Your rate may vary based on your credit history. Complete details are available at the credit union and online. Specific terms and restrictions apply. All loans are subject to approval. Garden Savings Federal Credit Union | 1/24/2023 | 4022 | 3084




Caltech Employees Federal Credit Union





WE'VE ELEVATED HOME LOANS TO AN ART FORM

Turn your home's equity into a line of credit with no closing costs, no points and no annual fee.



ACCESS THE EQUITY IN YOUR HOME


In the last decade, a surge in home prices has built considerable wealth for many homeowners. Many borrowers have benefited from the low rate, high value housing market by tapping into the increased equity of their home. You too, can take advantage of this golden opportunity with a Home Equity Line of Credit from CEFCU.

Secured by your home, this low-cost revolving line of credit can be used for any purpose — from remodeling and repairs to simply paying off more costly debt. Our lines of credit feature:

- NO points
- NO maintenance fees
- NO annual fee
- NO pre-payment penalty
- NO recording fees
- NO closing costs*
- NO title fees

Wait! There's more.
You'll be able to access up to 75% of your home's combined loan-to-value, up to \$500,000 and, in some cases, higher limits may apply.

Visit our Real Estate Loan Center to learn more and apply today. Or, call us at (800) 592-3328 ext. 404 to speak with a real estate lending expert.

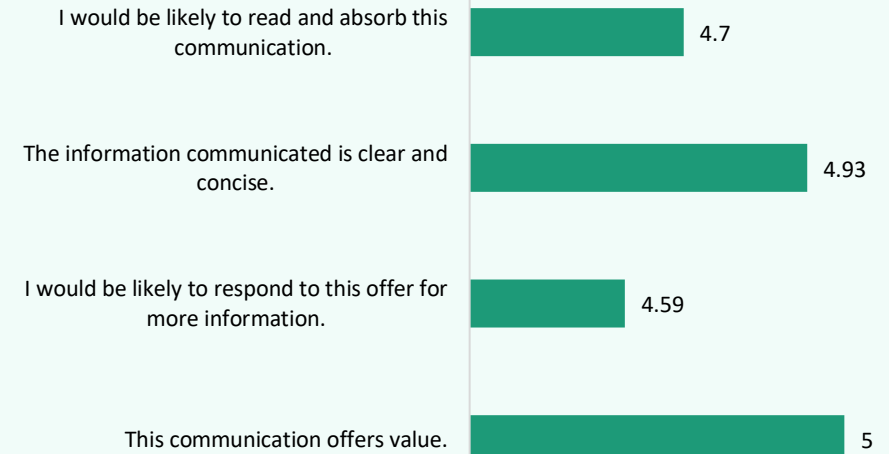
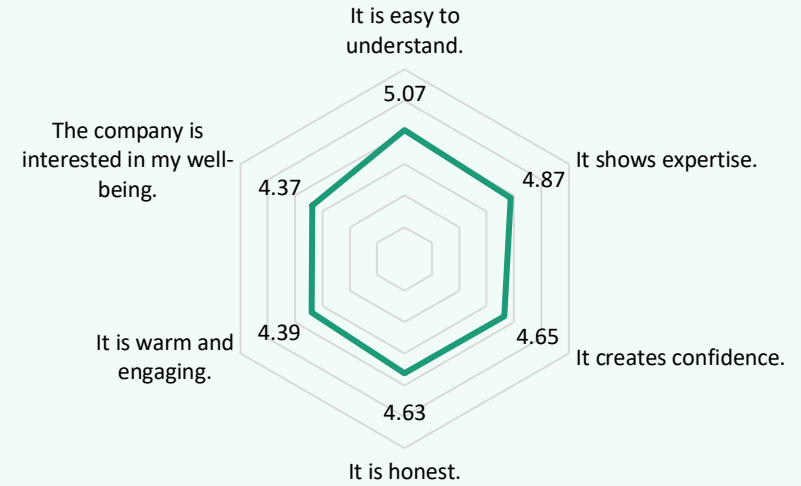


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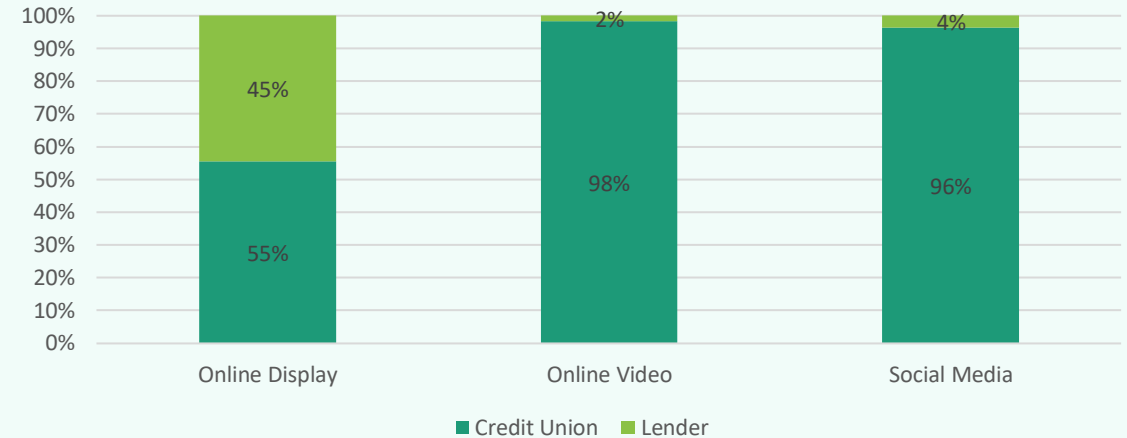
*Certain exceptions may apply for jumbo loans or property types. Rates and terms are those in effect at the time of release and are subject to change without notice. Final loan approval is subject to credit and collateral review as well as meeting program guidelines. Higher limits may be extended, based on certain criteria. Combined Loan-to-Value (CLTV) not to exceed 75% of the appraised property value. Property must be located in California. Property insurance is required. \$1,000 processing fee is waived on new money loans or refinanced loans from another financial institution. Maximum APR is 18% on 10-Year Interest Only Lines and 14% on Traditional Lines. The APR is variable, based on an index plus a margin and subject to change four times a year. The index is the highest Prime Rate published in The Wall Street Journal. CEFCU is an Equal Housing Lender. NMLS #625990.



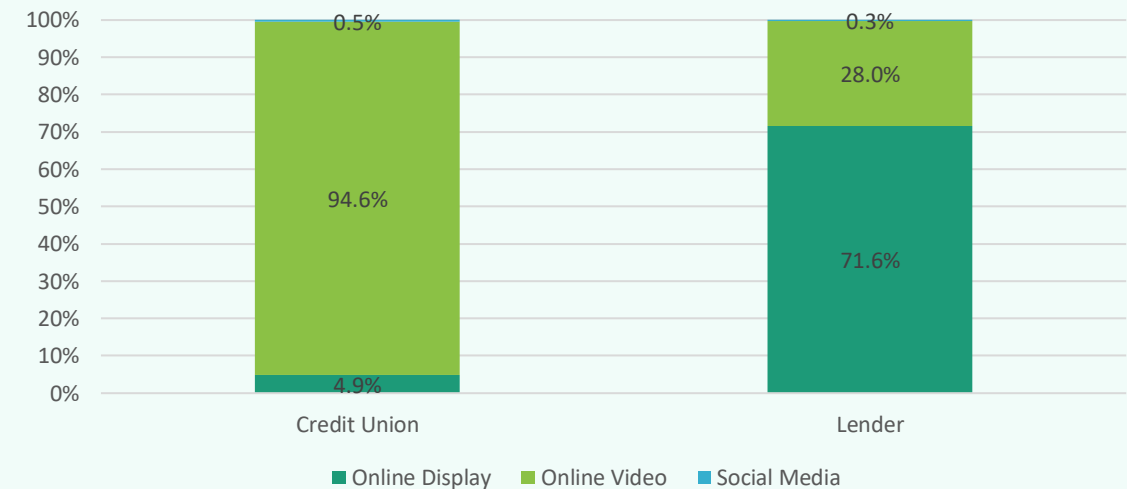
Estimated Digital Spend

- Credit Unions relied most heavily on online video ads to market their home equity products in Q1 2023, while banks and other lenders relied on online display ads.

Home Equity Digital Media Ad Type by Digital Spend Q1 2023



Home Equity Digital Spend Q1 2023



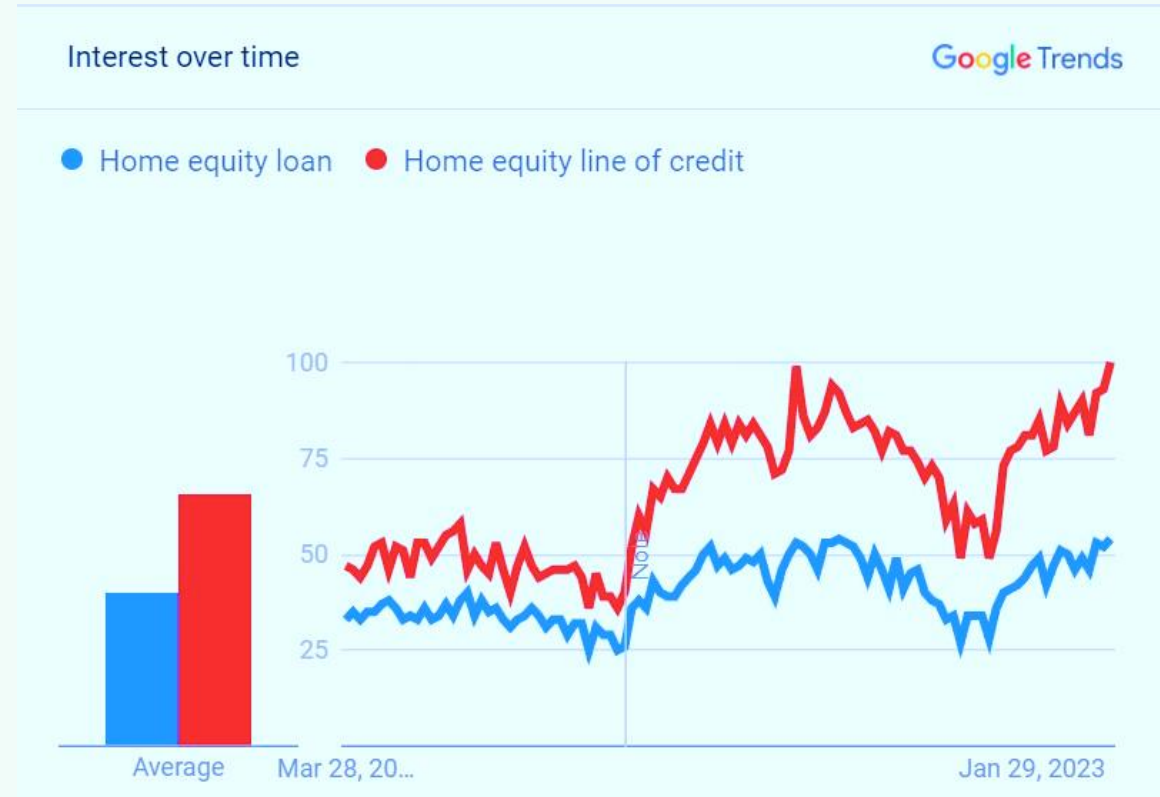
Home Equity Popularity Rises



- Interest in Home Equity Loans and HELOCs has nearly doubled since 2020



As more consumers become aware and acquisition efforts increase, how are you fighting through the sea of sameness?



Google Trends. March 2021 – Jan 2023