

## for Real People with Real Needs

*From a single mother facing an emergency; a predatory loan victim falling deep into debt; an immigrant striving to reach the American dream; to everyone across America who is struggling to live from paycheck to paycheck. . . These are the real people with real needs who are finding REAL Solutions at credit unions.*

*"As a single mom with three sons, my credit union has helped me establish credit — first with a signature loan, then a car loan. In an emergency situation, the Freedom Payday Loan was perfect timing for me. Now I have an open line of credit for the future."*

- Shereice Barlow  
Member,  
St. Louis Community  
Credit Union,  
St. Louis, Missouri



### REAL Solutions

After a three-year, three-state pilot by the Filene Research Institute, REAL Solutions became the National Credit Union Foundation's signature program in 2007.

*"I was about to lose everything - totally everything - I went to a lot of financial institutions and they turned me away. I feel like my credit union rescued me."*



- Ora Houston  
Member,  
Wright-Patt  
Credit Union,  
Fairborn, Ohio

"REAL" stands for "Relevant, Effective, Asset-building, Loyalty-producing" Solutions – and now it has the potential to touch millions of lives.

REAL Solutions works through state credit union leagues to help credit unions offer dozens of serv-

ices that have proven successful in serving people of modest means, working families, and "low-wealth" households.

NCUF planned for up to 10 leagues to join REAL Solutions this year. But by August, REAL Solutions were already being provided by 252 credit unions in 14 states (see page 7A). By the end of this year, REAL Solutions will be available in 27 states (see pages 12A-13A).

### Real People

In striving to reach people with "low wealth," REAL Solutions targets a broader audience than efforts focused solely on "low income." Research shows that low-wealth markets include not only low-income consumers, but also renters with moderate and middle incomes who are unable to save any of their paychecks. They also include consumers of all ages and all ethnic groups.

### Real Needs

Millions of people with low wealth need opportunities to build savings and assets. Without these

opportunities, many have no alternative but to turn to predatory lenders when they need cash to pay for unexpected emergencies. REAL Solutions aims to help all of these consumers become credit union members, grow savings, and accumulate assets that will generate wealth and meet their families' needs.

Product and service categories are

*"A lot more Hispanic people are buying houses and obtaining loans from credit unions because you explain things in their own language. At first they are scared of not understanding everything, but having someone there to help them is invaluable."*



- Maria Contreras  
Member,  
First Community Credit Union,  
Beloit, Wisconsin

# REAL Solutions Products and Services

REAL Solutions has evolved from featuring one signature product – payday lending alternatives – to dozens of innovations.

designed to help members take five steps along the “credit path”: education, transaction services, credit, savings, and homeownership.

When signing up for REAL So-

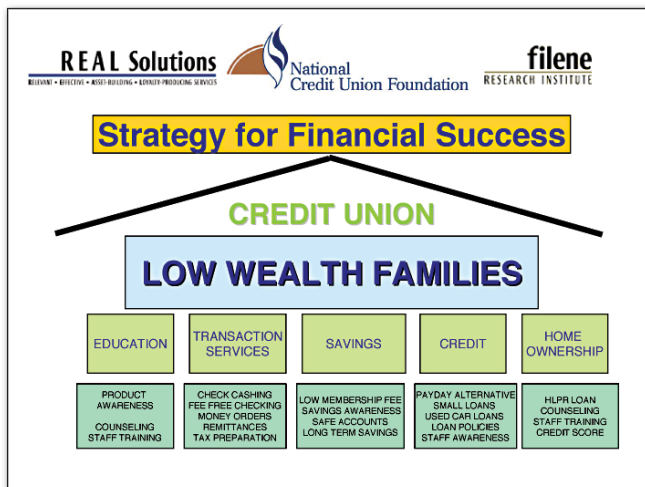
tion’s consulting team. Each Field Coach shares experiences and model products and services from other REAL Solutions states. (See the sidebar for a partial list of the latest innovations.)

These models will soon be accessible in all states. NCUF is developing an online knowledge center that will be open to all credit union organizations, whether or not they are participating in REAL Solutions.

“REAL Solutions is building a growing body of knowledge, and we want to share it in the cooperative spirit with all credit unions,” reveals National Program Director Lois Kitsch. “Our knowledge center will help more credit unions around the country learn from each other how to meet the diverse needs of people with low wealth.”

lutions, each league and each credit union chooses a menu of products and services to provide. So every time a new state joins REAL Solutions, they can adopt best practices from other states and add their own best practices into the mix.

Each REAL Solutions state is assigned a “Field Coach” from the National Credit Union Founda-



## Ready to offer REAL Solutions?

Call National Program Director Lois Kitsch at (407) 616-2409.



## Latest Innovations

### Transaction Services

- “Keep the Change”
- Pre-paid Stored Value Cards
- Second Chance / Fresh Start Checking

### Savings

- Commitment Savings
- “Member Advantage” Savings
- Prize-based Savings
- Step-Up CDs

### Credit

- Alternative Credit Reports
- Auto Recapture Loans
- Citizenship Loans
- First and Last Rent Loans
- Non-Score Based Loans
- Score Builder Loans
- Shared Risk Pools
- 12-Month Car Loans (with residual insurance and temporary Visa)

### Homeownership

- Future Value Home Equity Loans
- “Green” Loans
- Individual Taxpayer ID Number Mortgages
- No-PMI Mortgages
- “Silent Equity” Second Mortgages
- Soft Second Mortgages
- “Sweat Equity” Mortgages
- Timely Payment Rewards