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CULoanZone.com Connects Coloradans with Local Credit Unions

Portal site quickly and easily matches Coloradans with local, member-owned credit unions where they can secure all types of loans with low fees, no rate hikes, and other friendly terms.

DENVER – Credit Union Strategic Partners (CUSP) and oFlows announce the launch of CULoanZone.com - a free website designed to connect Coloradans with a local credit union for debt consolidation, auto financing, credit cards, and other loans. Through CULoanZone.com, visitors simply enter their zip code or employer, and are instantly shown credit unions they are eligible to join. Visitors can then learn more about each credit union, choose the one that best suits their needs, and continue with a quick and easy loan application. Most applications take less than 10 minutes and can be completed entirely online.

The launch of CULoanZone.com comes at a time when more Americans are taking a fresh look at credit unions. People who have grown frustrated with their banks' escalating fees, penalties, and impersonal service are increasingly turning to credit unions. In fact, according to Google, internet searches containing the term 'credit union' have increased dramatically over the past year.

"We have seen a huge spike in interest in credit unions here in Colorado over the past year but many people have had trouble figuring out how to find and join the right one for them," said Rick Cranston, Director of Business and Product Development at Credit Union Strategic Partners. "CULoanZone.com finally gives people a simple and efficient way to join a Colorado credit union and get the loans that they need."

Money to lend in Colorado

Credit unions are local, community-based organizations that did not get caught up in the financial meltdown on Wall Street. And millions of people have responded to the financial crisis by moving their deposits from troubled banks to safe and secure credit unions. So credit unions are healthy and have plenty of money to make available as loans in Colorado.

Credit unions are specifically chartered to invest in their communities and help local citizens with their financial needs. That means that all of the credit unions on CULoanZone.com are focused *right now* on making loans to local Coloradans. This loan availability could not come at a better time as most big banks have tightened their credit rules or significantly raised their rates and fees.

Lower rates and better terms on loans and credit cards

Credit unions are member-owned, non-profit financial cooperatives. Any profit they do make is distributed back to their members in the form of better rates and lower fees. Because credit unions exist for the benefit of their members, and not to produce profits for corporate shareholders, they are not inclined to use hidden fees or other sneaky methods to boost revenue.

As a result, loans and credit cards from credit unions can cost significantly less than similar products from for-profit banks.

Better service with a personal touch

Since credit unions' customers are also owners, they are treated like people – not numbers. That kind of personal service entices people that may have started with a low interest auto or personal loan at a credit union to 'move' their financial life to a credit union entirely by opening checking and savings accounts. Plus, just like the FDIC, Credit union deposits are federally insured to at least \$250,000 by the NCUA, a U.S. Government Agency.

"Credit unions really are a great choice for most people that are looking for loans right now" says Scott Pitts, CEO of oFlows Incorporated, the technology company that built the CULoanZone.com portal and powers the paperless online application process. "We are thrilled to be a part of this unique collaborative effort to bring the benefits of credit unions to more people in Colorado."

About CULoanZone.com

CULoanZone.com is a collaboration between Credit Union Strategic Partners, a wholly owned subsidiary of the Credit Union Association of Colorado (www.colocu.com) and oFlows Incorporated, a technology company focused on improving technology and marketing tools for credit unions and community banks (www.oflows.com).

About oFlows Incorporated

oFlows delivers the most intuitive, efficient, and powerful paperless originations technology platform available today. By replacing paper-based legacy systems, oFlows improves responsiveness, increases efficiency and reduces costs for its clients, enabling them to compete effectively with large national banks.

About Credit Union Strategic Partners

Credit Union Strategic Partners (CUSP), a wholly owned credit union service corporation of the Credit Union Association of Colorado, provides credit unions with the tools they need for success. CUSP helps credit unions reduce overhead and increase revenue through aggregated purchasing power and by working with high quality partners to provide solutions to help credit unions grow.