

Members Choice FCU grows their member services — and success — by leveraging the Dealertrack Credit Application Network.



Eager to diversify its products to protect itself from market ups and downs, Members Choice Financial Credit Union looked to Dealertrack for help expanding its indirect auto loan channel. It established a direct connection to Dealertrack through its preferred LOS provider and realized incredible growth. Thanks to a seamless platform that made it easy and fast to receive and decision credit applications, Members Choice is serving members better than ever — right at the dealership, where they are in the process of buying their new/next car.

“You cannot comprehend such volume and speed without Dealertrack. Without it we wouldn’t be able to do anywhere near what we’re doing.”

Victor Tsui

Chief Operations Officer,
Members Choice Financial Credit Union

Dealertrack helps Members Choice FCU become one of the Top 50 Credit Unions in auto loans.

78%

Increase in auto loans in 2015*.

Out of 6,000 credit unions in 12-month auto loan growth*.

Ranked
41



53%

Increase in applications received per month**.



“We went from zero to booking up to \$2M a month in auto loans.”

Victor Tsui

Chief Operations Officer,
Members Choice Financial Credit Union

A seamless platform powers explosive growth.

Members Choice Financial Credit Union in Danville, PA, knew that diversifying into indirect lending could help it weather economic downturns. After all, as Victor Tsui, COO, put it: “People don’t stop buying cars.” However, the traditional credit union platform it had chosen in 2011 for indirect auto lending wasn’t performing. “The LOS was inefficient and it wasn’t bringing in the app volume, maybe because dealers had to pay to use the service,” said Tsui. The credit union researched other options and decided to relaunch its program using Dealertrack’s Credit Application Network and one of Dealertrack’s many LOS partners for seamless integration between the two platforms. At the same time, it established a two-person indirect auto loan department to oversee their program and the overall process.

With the platforms and back-end processes in place, Members Choice saw explosive growth. Its auto loans grew over 78% in 2015, earning it the rank of #41 out of over 6,000 credit unions in 12-month auto loan growth, as reported by the Callahan Credit Union Directory.

The Dealertrack system was widely used in the area, helping to open doors so the credit union had 30 active dealer partners within a short time. Application volume went up without any corresponding increase on the back-end thanks to built-in system automation. Most importantly, due to complete integration with its LOS and a decisioning process that took just minutes, the credit union won more loans and its indirect channel became its most profitable.

“You cannot comprehend such volume and speed without Dealertrack,” said Tsui. “Without it we wouldn’t be able to do anywhere near what we’re doing.”

Learn more about this product.

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Complete. Capable. Connected.

Dealertrack, a Cox Automotive brand, is the leading provider of integrated web-enabled tools and services designed to transform how the world buys, sells and owns cars. In addition to operating the largest online credit application network in the United States, our market-leading suite of technologies for lenders includes platforms for loan originations, digital contracting, digital document services, vehicle title administration, as well as data analytics for tracking business metrics. Our lender solutions work in tandem with our dealer solutions, including Dealer Management Systems (DMS), Sales and F&I, Digital Marketing, CRM, Registration and Titling, and more to create a seamless process we call the Dealflow Advantage. By connecting thousands of lenders to more than 22,000 dealers nationwide, our Dealflow Advantage drives growth and efficiency through the entire origination, contracting and vehicle title management lifecycle for captives, national and regional banks, credit unions and other financial organizations.

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