

## CMG MORTGAGE INSURANCE COMPANY DEVELOPS 'VALUE OF MORTGAGE LENDING' CD-ROM FOR CREDIT UNIONS

**SAN FRANCISCO** – CMG Mortgage Insurance Company (CMG MI) has released a new CD-ROM focusing on the value offering mortgage lending brings to credit unions.

The CD-ROM, "Increase your Credit Union's PFI Opportunities with Mortgage Lending," is the brainchild of the Mortgage Insight Panel, an advisory group of credit union executives sponsored by CMG MI that focuses on ways to support credit unions seeking to begin providing mortgage lending services to members.

Glen Ogden, vice president of mortgage lending at Community First Credit Union in Appleton, Wis., initially proposed the project to the Panel and CMG MI. "Positioned with the right partner, even the smallest credit union can take advantage of the current market conditions and build member satisfaction and loyalty by offering mortgage services," he said. "This CD-ROM is a convenient, simple marketing tool that illustrates just how easy it can be to initiate a mortgage lending program."

The CD-ROM is distributed through the Websites of CMG MI, CUNA Mutual Group, and the American Credit Union Mortgage Association (ACUMA). To order the complimentary CD-ROM, credit unions should send an e-mail request to [mortgagevalue@cmgmi.com](mailto:mortgagevalue@cmgmi.com)

In November, the CD-ROM earned a Merit award from the Madison chapter of the prestigious communications organization Media Communications Association-International (MCA-I) at its 20<sup>th</sup> Annual Web-Audio-Video Excellence (WAVE) event.

The largest regional chapter of the U.S. organization, MCA-I Madison annually recognizes outstanding achievements in communication produced for video, audio, CD-ROM, DVD and Web/Multimedia with its WAVE awards. The competition is open to anyone who meets the entry criteria and whose submissions conform to the WAVE competition guidelines.

"'Increase Your Credit Union's PFI Opportunities with Mortgage Lending' explains the value of mortgage lending to credit unions and credit union organizations that currently do not offer these products to members," said Brian Shepherd, CMG MI senior vice president and general manager. "Mortgage lending is an important service for credit union members, especially now that it's much harder to get a mortgage loan from a bank or other financial institution. CMG MI believes mortgage lending can be key to strengthening member loyalty over a lifetime."

CMG MI's project was entered in the "Web-Sales/Marketing-Products-\$5-20K" category. "The individuals who judge these entries are seasoned professionals with wide experience," said the project producer, Bruce Bennett of Bennett Marketing & Media Production, LLC. "They clearly felt that CMG MI's message in the CD-ROM format could be a valuable educational tool for credit unions seeking guidance in a vastly changed marketplace."

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### **About CMG MI**

Licensed in all states, CMG Mortgage Insurance Company (CMG MI) operates as a corporate joint venture between CUNA Mutual Investment Corporation and PMI Mortgage Insurance Co. The company provides private mortgage guaranty insurance to protect credit unions against potential losses in the event of borrower default.

By covering default risk on residential first-mortgage loans, CMG MI facilitates the sale of low-down-payment mortgages in the secondary mortgage market and expands homeownership opportunities by enabling credit union members to buy a home with a down payment of less than 20 percent. For more information, visit [www.cmgmi.com](http://www.cmgmi.com) or call (800) 909.4264.

### **About Bennett Marketing & Media Production, LLC**

Bennett Marketing & Media Production, LLC is a visual communications production company focused on credit unions and credit union-related organizations. Website: [www.bmmp.com](http://www.bmmp.com).