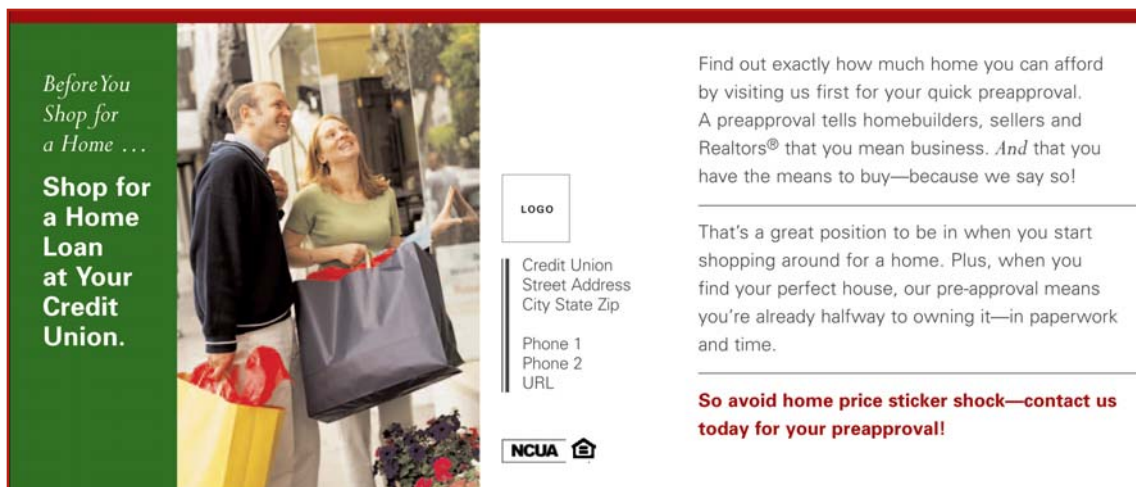


CMG Mortgage Insurance Company

Headlines

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Before You Shop for a Home ...

Shop for a Home Loan at Your Credit Union.

Find out exactly how much home you can afford by visiting us first for your quick preapproval. A preapproval tells homebuilders, sellers and Realtors® that you mean business. *And* that you have the means to buy—because we say so!


That's a great position to be in when you start shopping around for a home. Plus, when you find your perfect house, our pre-approval means you're already halfway to owning it—in paperwork and time.

So avoid home price sticker shock—contact us today for your preapproval!

LOGO

Credit Union
Street Address
City State Zip

Phone 1
Phone 2
URL

NCUA 

CMG MI Releases Updated Cooperative Marketing Program!

Get Ready for the Spring Homebuying Season with Help from CMG MI

CMG Mortgage Insurance Company (CMG MI) has refreshed its Cooperative Marketing Program, which originally debuted three years ago. The Program has been popular with many credit unions, and with its attractive new look, should be even more appealing.

“It was time to update the materials,” Sharon Rush, Marketing Director for CMG MI, explained. “Spring homebuying season is just around the corner, and credit unions need to communicate the value they can offer Members when it comes to mortgage loans, especially low-down-payment options. The new pieces are fresh-looking, clean and attractive – just the image that credit unions want.”

CMG MI makes the program available to credit unions at no cost. Available in English and Spanish, the program materials consist of statement stuffers, advertisements, point-of-sale posters, articles and even a brochure explaining how

mortgage insurance can help a Member get their home sooner.

Note: Credit unions should perform their own legal and compliance reviews of the marketing materials prior to using them.

Marketing Made Easy

The Program couldn't be easier to use. Credit unions send CMG MI's Marketing department their logos in TIFF format, plus any contact information they want on the materials they select. CMG MI incorporates that information into the pieces and sends them a CD of PDF files that credit unions can download and print at their own convenience.

“Whether a credit union has an existing marketing program and wants to expand it, or is starting from scratch, our Program can fit their needs,” Sharon said. “With themes like ‘Myth vs. Reality on Small Down Payments,’ ‘Shop for a Home Loan before You Shop for a Home,’ and ‘Your Credit Union Has a Home Loan for Everyone,’ these pieces really

continued on page 2

educate homebuying Members on why they should choose their credit union for their low-down-payment lending needs.”

“Marketing is key to any successful real estate lending operation,” she continued. “Credit unions can use the Program to expand their reach, enhance their image, and position themselves as a trusted advisor on major financial decisions. With our marketing materials branded with their logos, their message can be everywhere – at homebuyer fairs, community centers, in local newspapers or credit union newsletters, in the offices of Realtors® and developers, as well as in their own branches.”

Exciting Results for Users

More than 200 credit unions have used the Cooperative Marketing Program already and many have reported good results.

For Members’ Advantage Credit Union in Wisconsin Rapids, WI, the experience was transformative. “At the time, we weren’t well-known in our community for mortgage lending,” said Scott Vandehey, Executive Vice President at Members’ Advantage. “We used the Cooperative Marketing Program in conjunction with some internal marketing to put the word out there, that we weren’t just offering standard 30-year fixed – we had ‘a lot of different flavors’ of loan types.

“We saw results almost immediately, and three years later we’re still growing share for our

mortgage lending operation,” he continued. “We saw a lot of interest in no-down-payment loans, rural development loans – loan types that people didn’t know we offered until we used the Program. Some Members came in and said they had been doing business with other lenders for mortgages and now wanted to switch, they’d rather have that business with us. And those who took out mortgages with us came back for other financial services.”

According to Brian Shepherd, Senior Vice President and General Manager of CMG MI, the Program is another example of CMG MI’s efforts to bring real value to its relationships with credit

unions. “We want to work collaboratively with credit unions to provide them with tools that can help them increase their mortgage business,” Brian said. “The

Cooperative Marketing Program is extremely easy for credit unions to use and can potentially reap major rewards for their real estate lending – by helping them close more loans, nurture relationships for other financial services, and compete effectively.”

Interested? To learn more about the newly redesigned CMG MI Cooperative Marketing Program and see the complete range of communications pieces, visit www.cmgmi.com and click on the Resource Center tab, then the link to the Cooperative Marketing Program. If you’d like to get started, contact your CMG MI Account Executive today.

“We saw results almost immediately, and three years later we’re still growing share for our mortgage lending operation.”