

The logo for GreenProfit Solutions, Inc. features the word "GreenProfit" in a large, bold font. "Green" is in a vibrant green color, while "Profit" is in white. Below it, "Solutions, Inc." is written in a smaller, grey font. A green downward-pointing triangle is positioned to the right of the logo.

GreenProfit
Solutions, Inc.

The main title of the document is "Mission-Focused Toolkit for Credit Unions", displayed in a large, bold, white font. The background of the entire page is a composite image featuring a green diagonal shape on the left, a stack of gold coins on the right, and a small green plant growing from a coin stack in the center. A white downward-pointing triangle is also visible in the upper right area.

Mission-Focused Toolkit for Credit Unions

Shifting Gears from Fees to Value-Adds

Financial Empowerment

Savings and Risk Management are Essential

Improving lives for your members is the mission. Help reduce stress, open new savings opportunities and decrease unnecessary spending while guiding members to lasting financial wellness.

Empower credit union members to save money and build resilience against unexpected events with the GreenProfit Mission-Focused Toolkit.



Source: Lending Club Report

The F-Word & Credit Unions

The fee-laden banking model is dying.

>43% of CUs would have negative net income without overdraft

Source: Moeb's Services

Consumers hate fees. Washington is eager to quash them. Credit unions like yours must focus on balancing the mission with income. We cannot ignore the massive impact of losing overdraft fee income. Keep the lights on while investing in the continued prosperity of all your members!

Forget Fees

What if we reimagined checking as a subscription product? Eliminate punitive overdraft fees, and instead offer members a premier subscription-based account that allows you to replace that non-interest income. Provide lifestyle and financial benefits members can use TODAY.

GreenProfit Solutions' Mission-Focused Toolkit

Do well by doing good. Grow income and further your mission with GreenProfit Solutions' Mission-Focused Toolkit!



Value-Added Checking

a subscription providing new member value to add to or replace fee income



Direct Marketing Insurance

consists of AD&D, Life, Hospital Indemnity and Recuperative Care Insurance



Loan Protection Products

includes GAP, Depreciation, Life & Disability plus profit-share Vehicle Service Contract



Refund Control™

all-in-one cancellation and refund system for vehicle protection products



Online Car Buying Service

saves member time and money, while keeping your CU top of mind



"You're Special to Us"

video series, helping drive credit union protection product sales



WithClutch

a 3-click loan refi & credit card acquisition tool to grow loans & wallet share

GreenProfit Solutions, Inc. believes in providing tools to help credit union leaders balance mission and profitability, marrying credit union philosophy with the business of banking for improved member service and sustainability.



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**Schedule A
Mission-Packed,
Revenue Generating
Demo Today**

www.GreenProfitSolutions.com

Your Mission Is Our Passion

GreenProfit Solutions, Inc. is the market leader among credit unions for driving revenue while fulfilling the credit union mission. GreenProfit Solutions serves many of the nation's largest credit unions through our cuZoom end-to-end car loan product suite and value-added checking accounts. Additionally, our Learning Library is the most comprehensive, unbiased source for educational information on products, operations and efficiency.

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