



**Lending
Solutions
Incorporated**

Experience Quality



CASE STUDY



“By partnering with Lending Solutions, Inc. for 24/7 processing of our indirect auto loans, we’re able to service our members with a Grow Financial FCU loan and provide what we believe is the best service, best rate and best program available to them.”

*Sharon Unger
Indirect Lending Manager
Grow Financial FCU*

GROW FINANCIAL FEDERAL CREDIT UNION GIVES MEMBERS MORE WITH 24/7 INDIRECT LENDING

BUSINESS CHALLENGE

With a new name reflecting a broader membership, Grow Financial Federal Credit Union, Tampa Bay, Florida, refocused its efforts on growing along with its 186,000 members and providing them “More in Return.” One area of growth that could offer big returns for members and the credit union was indirect lending. However, to meet member demand for vehicle loans, strengthen dealer relationships and stay competitive within the local lending market, Grow Financial realized it needed to provide members with 24/7 access to the credit union’s vehicle financing.

LSI SOLUTION

Grow Financial partnered with Lending Solutions, Inc. (LSI), a leading industry provider of 24/7 lending services, to expand its indirect lending capabilities through around-the-clock processing and approval of member vehicle loans. “With indirect loans, we knew that having the ability to make immediate loan decisions at the dealerships was crucial,” notes Sharon Unger, indirect lending manager for Grow Financial. “LSI gives us the accessibility and support to fulfill member loan requests on-the-spot when dealers are open during evenings, weekends and holidays and we’re not.” The credit union also relies on LSI’s quality loan decisions, fast turnaround and seamless interaction with dealers to deliver first-class service to members. Unger adds, “They’re also extremely flexible in quickly accommodating our schedules, and their recommendations and insight help improve the efficiency and effects of the program.”

THE RESULTS

Since joining efforts with LSI in September 2008, Grow Financial experienced an almost 41 percent increase in indirect loan volume that month over August. And from October 2008 through February 2009, LSI’s indirect loans accounted for 20 percent of Grow Financial’s overall loan volume. “LSI is a very responsive, knowledgeable and professional business partner,” comments Unger. “They do a great deal to make our jobs easier and to help us enhance our members’ and dealers’ experience in financing a vehicle through Grow Financial.”