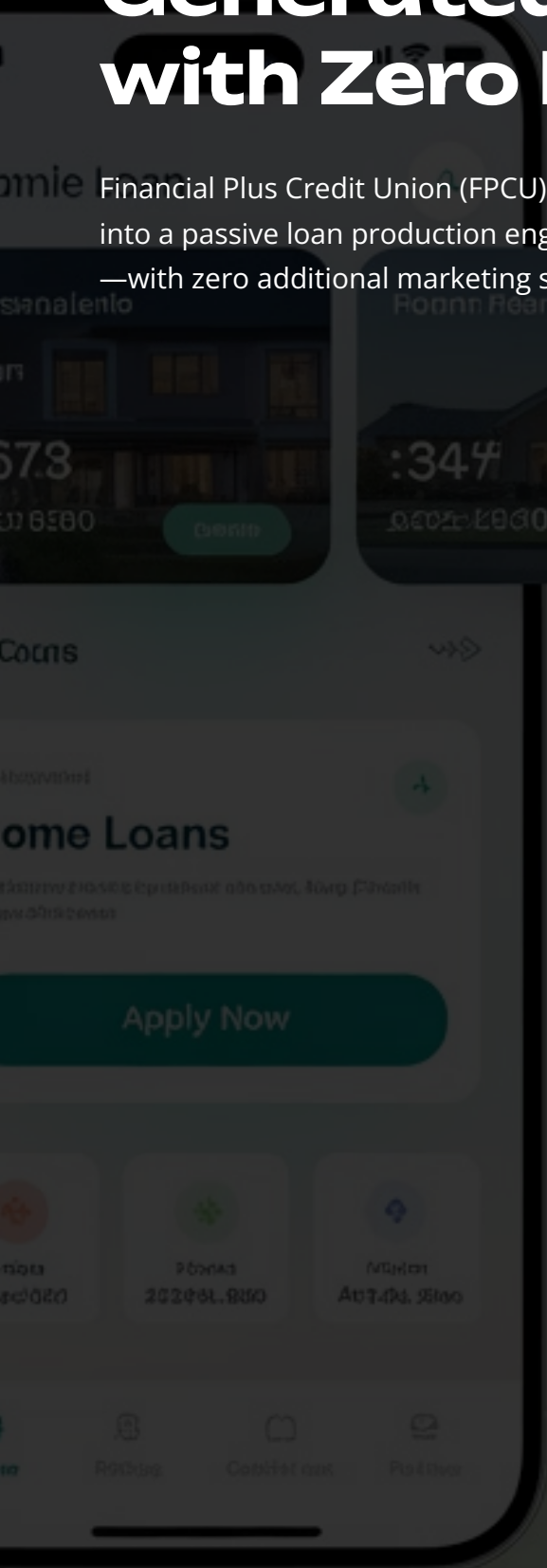


The Digital-First Loan Engine: How One Credit Union Generated \$2.7M in Loans with Zero Marketing Spend

Financial Plus Credit Union (FPCU) partnered with Chimney to transform their digital banking platform into a passive loan production engine, generating 56 funded loans worth \$2.7 million in just 7 months —with zero additional marketing spend, staff training, or campaign management.



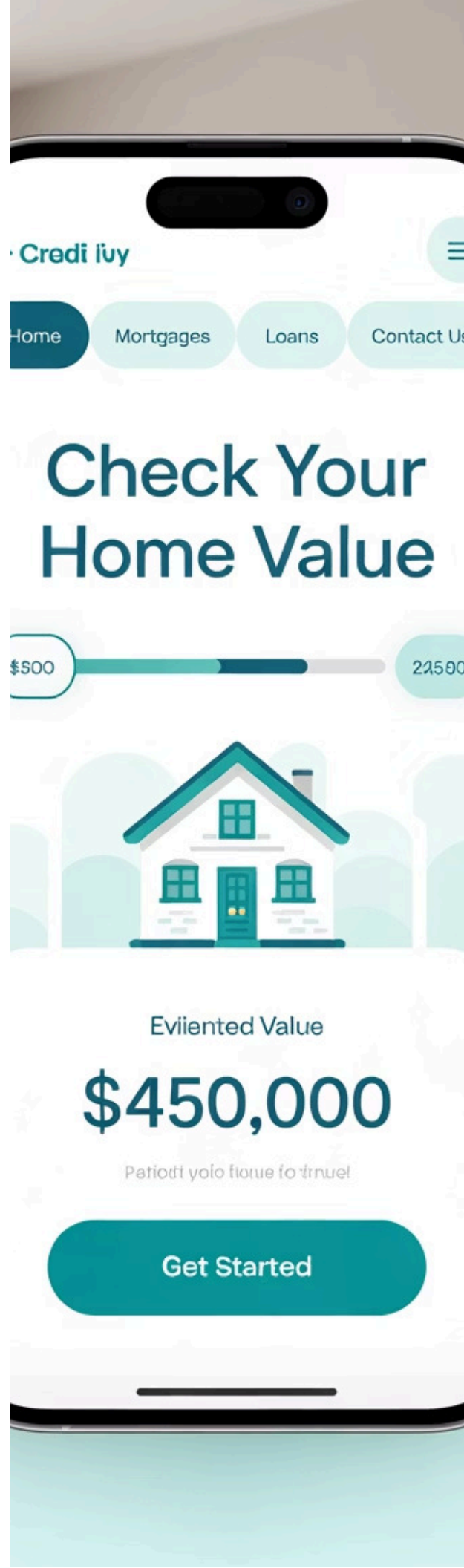
Executive Summary

Key Results

- \$2.7M in funded loan volume across 56 home loans in 7 months
- \$784 cost per funded loan (vs. industry average of \$1,500-\$3,500+)
- 10.4% offer-to-funding conversion rate
- Zero operational lift required from staff
- 50% monthly engagement rate among eligible members

For credit unions with 50,000-100,000 members, Chimney's proven model projects \$5-15 million in additional annual loan volume without launching campaigns or requesting additional budget.

Bottom Line Up Front: Financial Plus Credit Union (FPCU) partnered with Chimney to transform their digital banking platform into a passive loan production engine, generating 56 funded loans worth \$2.7 million in just 7 months—with zero additional marketing spend, staff training, or campaign management.



The Challenge: Breaking Through Digital Lending Barriers

Credit unions face an uphill battle in today's home lending market. While members trust their credit union for personalized service, they increasingly expect the digital-first experience delivered by fintech competitors like Rocket Mortgage and Zillow.

Siloed Operations

Mortgage teams, digital banking, marketing, and member engagement operate independently, creating friction and missed opportunities

Member Leakage

Homeowners visit third-party sites to check home values, bypassing their credit union entirely

High Acquisition Costs

Traditional marketing channels cost \$1,500-\$3,500+ per funded loan

Manual Processes

Loan growth depends on campaign buildouts, staff training, and manual handoffs that don't scale

Financial Plus Credit Union recognized these challenges and sought a solution that could deliver fintech-level experience while maintaining their member-first approach.

The Chimney Solution: Award-Winning Technology Meets Proven Results

Chimney has been recognized as a **2X Best of Show winner at FinovateFall**, marking the second time Chimney earned this prestigious industry accolade. The platform combines financial data with real-time property insights to create personalized, actionable experiences for homeowners.

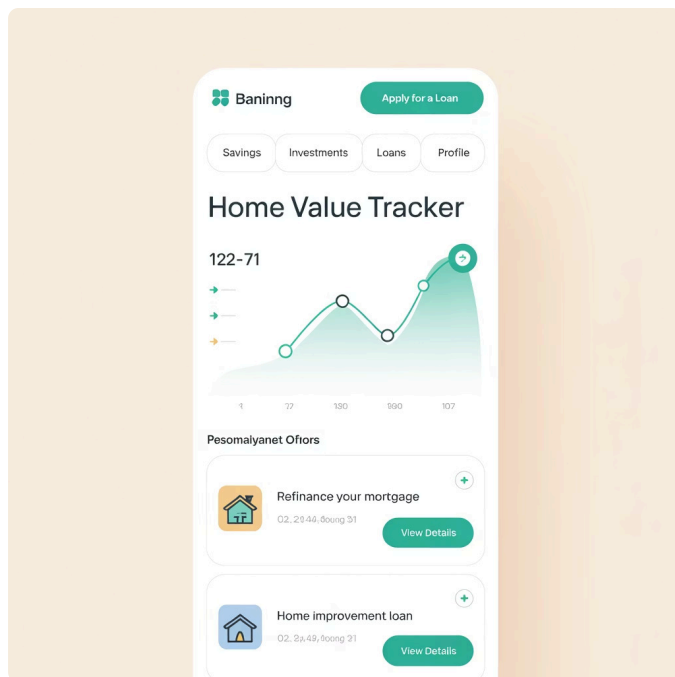
Seamless Integration, Instant Impact

Zero-Friction Member Experience:

- Embedded directly into online banking—no separate login, app, or identity verification required
- Instant access to real-time home values, borrowing power, and personalized loan offers
- Complete application process without leaving the digital banking environment

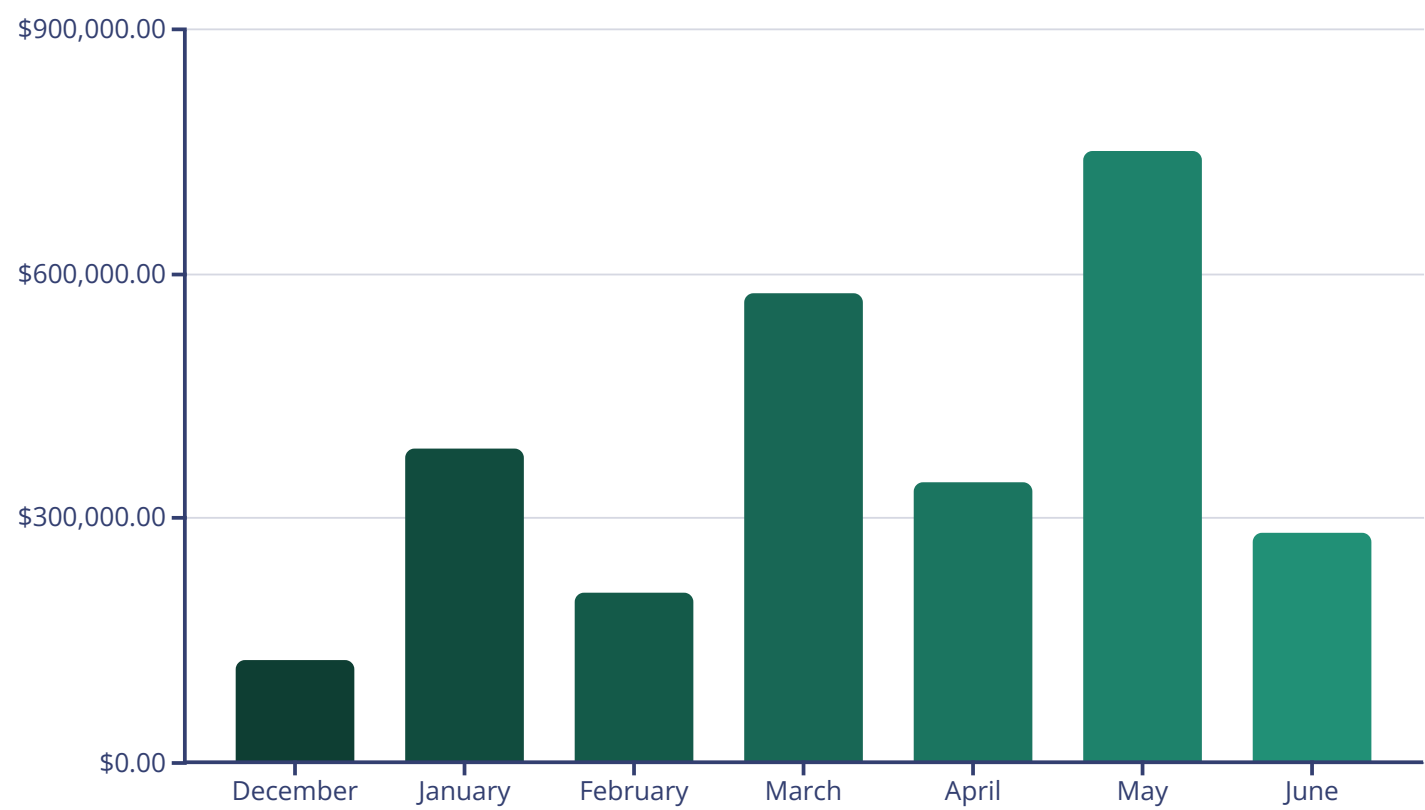
Zero-Lift Implementation:

- No staff training required
- No campaign buildouts needed
- No manual processes to manage
- Works passively in the background, 24/7



Proven Results: The Numbers Tell the Story

7-Month Performance Overview



183	56	\$78..	6,6...
Total Applications	Funded Loans	Cost Per Loan	ROI
\$8.7M in potential loan volume	\$2.7M in actual loan volume	83% lower than industry average	\$40,000 investment generated \$2.7M

Key Performance Metrics

- 15,000 members with instant access to home value tracking
- 50% monthly login rate (7,500 active users monthly)
- 3.5% click-through rate on loan offers (491 monthly clicks)
- 10.4% offer-to-funding conversion rate

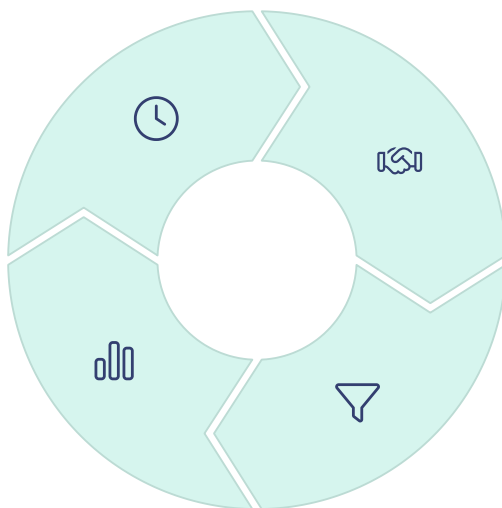
Why This Model Works: The Four Pillars of Success

Always-On Performance

Unlike traditional marketing campaigns that require constant management and budget allocation, Chimney creates a passive loan production channel that works 24/7. Members can discover, explore, and apply for loans whenever they check their account balance or review their finances.

Data-Driven Personalization

By combining financial data with property insights, Chimney delivers precisely timed, relevant offers that members actually want to engage with, resulting in industry-leading conversion rates.



Cross-Organizational Unity

Traditional home loan growth operates in silos. Chimney unites every department: mortgage teams receive qualified applications, digital banking sees increased engagement, marketing achieves reach without campaign costs, and members receive instant, personalized value.

Full-Funnel Integration

This isn't a content widget—it's a complete loan production system that guides members from initial awareness through loan closing, all within the trusted digital banking environment.

Scalability Analysis: Projecting Your Results

Based on FPCU's proven results, credit unions can model their potential with Chimney:

Conservative Projections (50,000 members)

- **Eligible homeowners:** ~25,000
- **Monthly active users:** 12,500 (50% engagement rate)
- **Monthly offer clicks:** 437 (3.5% CTR)
- **Monthly funded loans:** 45 (10.4% conversion rate)
- **Annual loan volume:** \$25M+

Growth Scenario (100,000 members)

- **Eligible homeowners:** ~50,000
- **Monthly active users:** 25,000 (50% engagement rate)
- **Monthly offer clicks:** 875 (3.5% CTR)
- **Monthly funded loans:** 91 (10.4% conversion rate)
- **Annual loan volume:** \$50M+

ROI at Scale

Even conservative projections show Chimney delivering:

- **5-15x return on investment** in year one
- **\$5-15 million** in additional annual loan volume
- **Operational efficiency gains** from reduced manual processes
- **Member satisfaction improvements** from enhanced digital experience

Channel	Cost per Funded Loan	Scalability	Member Experience	Operational Lift
Direct Mail	\$2,000-\$3,500+	Limited	Impersonal	High
Paid Search	\$1,500-\$3,000	Moderate	External	High
Social Media Ads	\$1,000-\$2,500	Moderate	External	High
Branch Referrals	\$500-\$1,500	Low	Personal	High
Chimney	\$784	High	Seamless	Zero

The Bottom Line: Transform Your Credit Union's Growth Engine

Deliver Member Value

- Instant access to home values and borrowing power
- Personalized financial insights and education
- Frictionless loan application experience

Drive Business Results


- \$5-15M+ in additional annual loan volume
- 83% reduction in cost per funded loan
- Zero operational overhead or staff training required
- Measurable ROI within 60 days

Future-Proof Operations

- Always-on loan production that works 24/7
- Scalable growth without proportional cost increases
- Enhanced digital experience that competes with fintech leaders

Financial Plus Credit Union's success with Chimney isn't an outlier—it's a replicable model that any credit union can implement to achieve similar results. By embedding award-winning technology directly into digital banking, credit unions can transform their loan growth strategy.

The question isn't whether your credit union needs this capability—it's how quickly you can implement it to start capturing the loan volume that's currently going to your competitors.

 **Ready to see how Chimney can transform your loan growth?** Contact us today to schedule a personalized demonstration and discuss implementation for your credit union. Sales@Chimney.io

Chimney's HomeValue+ platform has been recognized as a Best of Show winner at FinovateFall 2023, demonstrating industry-leading innovation in digital lending technology. Results based on actual performance data from Financial Plus Credit Union implementation, December 2024 - June 2025.