

Opening the Municipal Market: Dort Financial CU's Playbook with ModernFi CUSO

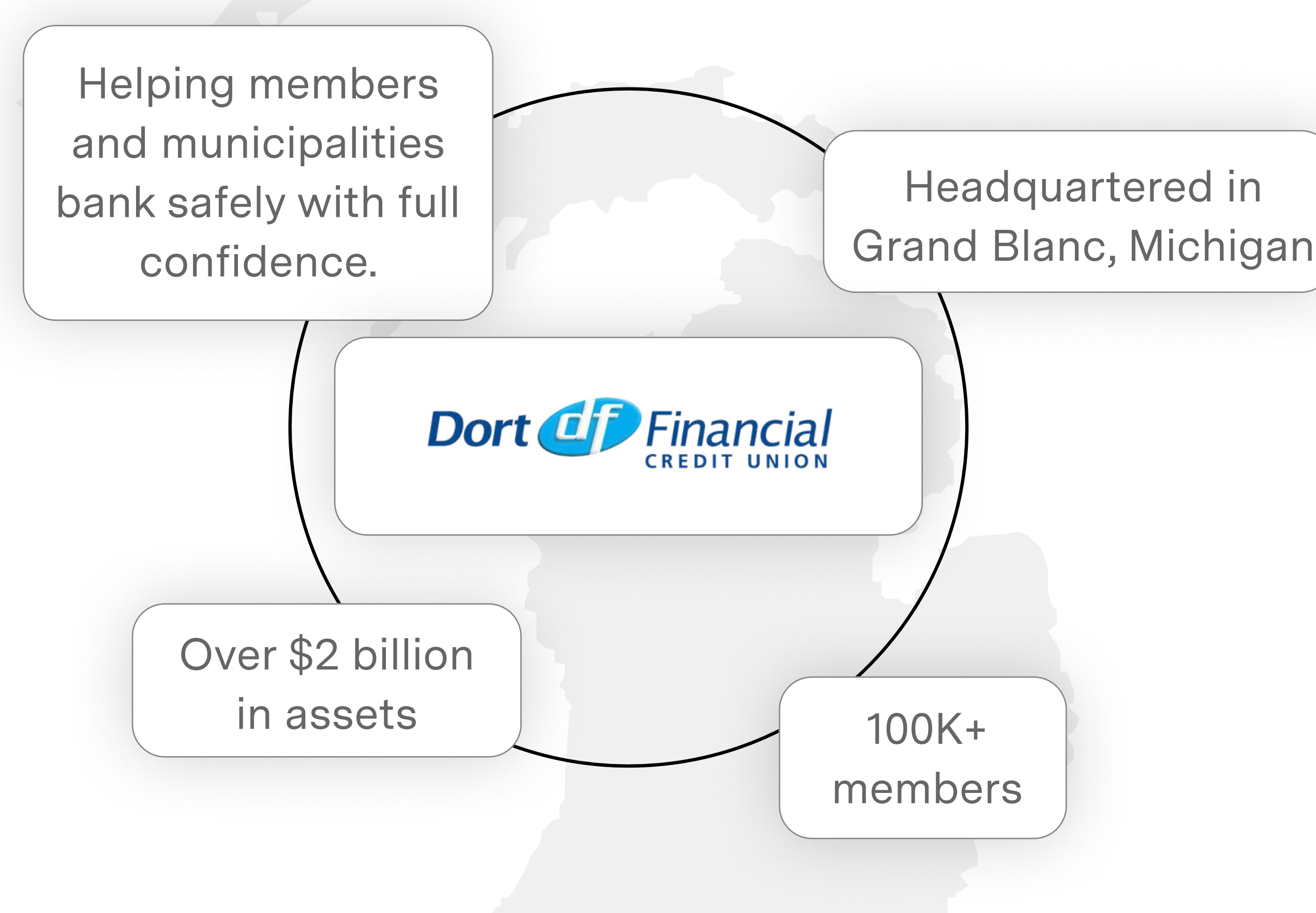
Multiple municipalities live within **5 months of onboarding**

Shifted from deposit growth strategy reliant on CD specials to **stickier, lower-cost operating deposits**

Accessed a member segment **previously out of reach**

About Dort Financial Credit Union

Headquartered in Grand Blanc, Michigan, Dort Financial Credit Union serves communities across Michigan and portions of Florida, delivering relationship-first banking to consumers, businesses, and public entities. With more than \$2 billion in assets and over 100,000 members, Dort pairs deep community roots with disciplined financial management, investing in tools that support sustainable growth, strengthen liquidity, and help members and municipalities bank safely with full confidence.



The Challenge: Meeting Municipal Requirements Without Collateral or Complexity

As Dort deepened its commercial focus, municipal relationships emerged as a natural next step. Many Michigan municipalities, however, require complete federal insurance and same-day liquidity; standards traditionally met by state pools and larger providers. Without a way to guarantee both, Dort risked losing opportunities despite strong community relationships.

“The requirement wasn’t rate, it was complete coverage and immediate access. If we couldn’t meet that, we weren’t in the conversation.” - Jeremy Zager, CFO, Dort Financial CU

The finance team sought durable, relationship-based funding to diversify beyond CDs, while frontline leaders needed a clear, confident “yes” for municipal partners.

The Solution: A Partnership-Centered Launch Built for Credit Unions

Dort joined the ModernFi CUSO deposit network to offer access to Extended Insurance Accounts purpose-built for credit unions. ModernFi paired the product with white-glove enablement, training the Dort team, preparing targeted go-to-market materials, and joining prospect meetings to address technical questions on the spot.



Jeremy Zager
CFO

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ModernFi gave us a simple, credible ‘yes’ for municipalities that was fully insured, immediately liquid, and still locally served.

This approach resonated with municipalities that valued safety and liquidity but also wanted to bank with a trusted local partner.

Key Results & Benefits



New growth channel opened:

Within five months of kickoff, Dort had multiple municipalities live.



Strategic diversification:

Accessed a member segment previously out of reach.



Faster sales cycles:

Joint presentations and technical expertise reduced due diligence friction and accelerated decisions.



Stickier funding:

Shifted growth from rate-sensitive CDs to long-term operating balances tied to service and safety.

*“Having ModernFi in the room to answer questions on the spot moved the process forward.” -
Ryan Dobis, Branch Manager, Dort Financial CU*

Looking Ahead: Scale the Motion, Broaden the Reach

Dort is scaling its municipal playbook across Michigan, while extending the same model to nonprofits, local businesses, and high-net-worth households. By pairing community presence with ModernFi’s CU-specific deposit network, Dort is positioned to capture durable growth and strengthen its liquidity mix well into the future.

Learn more about how ModernFi CUSO can support you and your members

modernfi.com/cuso