

Why Provide Wealth Management?

For Credit Unions

Credit unions that offer members wealth management services are better suited to fulfill the financial needs of their members and cooperative mission while improving financial performance.

RECURRING NON- INTEREST PROFIT

\$1,900

the amount of **profit** your institution receives on \$1M in managed accounts

INCREASE DEPOSITS

+140%

the average difference in **size of savings accounts** of households with investment accounts vs without

INCREASE WALLET SHARE

\$4 - \$5

for every \$1 a person has on **deposit**, they have, on average, \$4 - \$5 in retirement accounts, stocks, or mutual funds

DRIVE PRODUCT GROWTH

+58%

households who purchase an investment product from their credit union are **58% more likely** to have a credit card

BOOST MEMBER LOYALTY

Members that maintain a wealth management relationship with their credit union are **more likely to stay** with their current institutions, are more likely to recommend their credit union, and are much more likely to turn to their credit union for financial advice

About Polaris Portfolios

Polaris Portfolios is a nationwide Registered Investment Advisor that specializes in helping credit unions launch and grow a successful member-focused wealth management program.

See how we can help you.

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SOURCES

Federal Reserve Board Study of Consumer Finances, 2013.
Kehrer Bielan, Making Wealth Management Core in Credit Unions, February 2019