

In The Loop

A Newsletter for the Partners and Clients of GSG
Summer 2010

Loan Arrangement Services Offered by GSG

GSG is providing support to credit unions interested in buying loan participations and/or selling participations in loans they originate. GSG is able to leverage its contacts across the industry to facilitate transactions including assisting CUSOs to find replacement financing for lines of credit formerly provided by Corporate Credit Unions. GSG is working currently on transactions including business loans, auto loans, and mortgage loans. If your credit union is looking to buy or sell loans, please contact Judy Sandberg.

Simplified Extended Warranty Program Delivers Income to Credit Unions

Is your Credit Union Extended Warranty program plagued with complexity for members and staff? The myriad coverage options make this product difficult to explain to members, leading to staff apathy and low sales. GSG has worked with CUs and carriers to build a simpler approach which is delivering excellent results. The new plan is customized to the CU's local market, ensuring a high value product for members. CU staff love the new approach and results match their enthusiasm with one client up over 300%. To learn more contact Bill Bushlack or go to www.gsgllc.com to register for a free webinar.

Communicating Loan Pre-Approvals to Members using Personalized Emails

Many credit unions offer their best members pre-approvals for auto loans to provide convenience as they shop for a vehicle. However, in many cases these pre-approvals do not turn into loans at the credit union. Through its new strategic alliance, GSG's clients and partners now have access Digital Mailer's technology to easily deliver customized, personalized emails to members letting them they have been pre-approved. Using DMI's technology allows you to deliver these pre-approvals directly to the member's email making it available via phone while they are shopping for their vehicle! You can also attach other offers to bring the loan back to the credit union. Please contact Judy Sandberg to learn more about this new technology.

New Solutions for Lending to Members with Impaired Credit

GSG and PassTime USA, an industry leader in Payment Assurance and GPS Technology, have teamed up to provide new solutions to help credit union members with impaired credit. By using the new Payment Assurance technology a member can obtain financing and receive the support to repair their credit score and repayment history. The Payment Assurance device also provides the credit union with the additional security and protection to allow them to lend to members with impaired credit, no credit or who may qualify for a reinstatement of their loan. The technology can be programmed to provide audible reminders in advance of the loan payment due date. If required the device is also equipped with GPS location services in the event of vehicle theft or in the event of a repossession. Join us on September 15 at 11:00 a.m. MST for a free webinar to learn more about this new technology or contact Kees Woudenberg at 303-728-3452.

To learn more feel free to contact:

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