

Credit Union **BUSINESS**

MARKETING AND LENDING ISSUE

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Kelley Parks: Jane of All Trades

Boring to Brilliant

6 Tips From Brand Wizards

5 Living Generations!

Multi-Gen = Multi-Message

The Time is Now

Get in the Game – to Win!

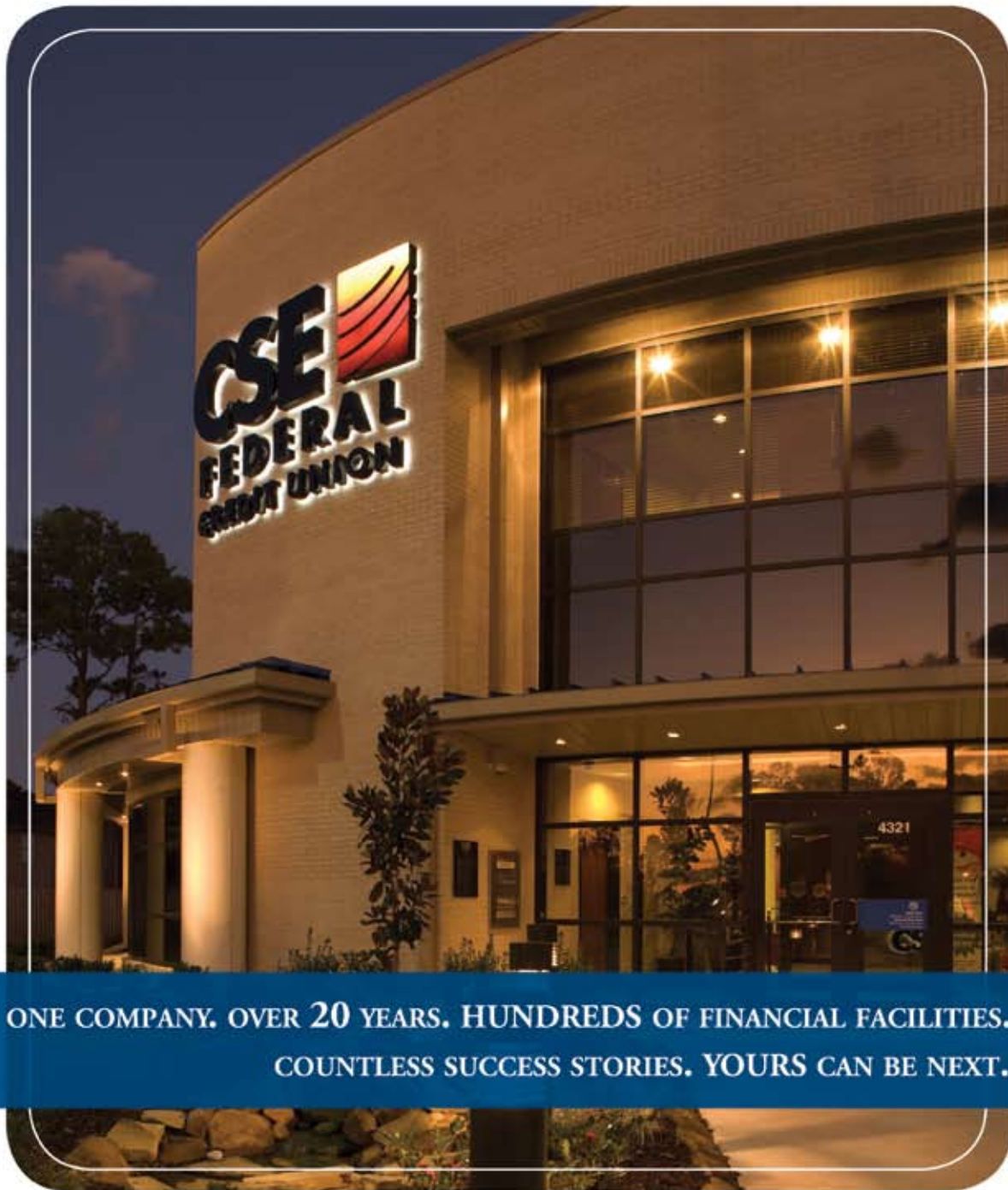
Auto Loans: Good for Business?

Next Generation Lending

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Take It to
the Next
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Branch Design Puts Members First

By Sandy Perlic

Dreaming of a facility that's every bit as warm and inviting as you are?



At Consultants and Builders, Inc. (CBI), we specialize in designing and building facilities that trade the cold, barrier-filled lobbies of the past for common areas where members feel welcomed and comfortable. CBI's custom "retail branch" designs incorporate features such as natural lighting, fireplaces, reading areas, Internet stations and plasma TVs to encourage members to feel at home. Of course, we recognize that in today's fast-paced world there are many people who prefer the speed of self-service over face-to-face interaction. Progressive members

can be accommodated with remote teller stations that combine the human element with high-tech equipment.

Although each facility we build is uniquely designed, every one of them shares one thing in common: "A retail branch design puts the member to the forefront," says executive vice president Mark Maness.

When you design a branch with your members' needs in mind, you'll see increased member satisfaction and retention. In addition, you'll have a competitive advantage over neighboring financial institutions. "Financial products are a commodity, and this [customer focus] is a way to set yourself apart from the pack," says Maness.

Even if you don't have the resources for a new branch or an overhaul of your existing floor plan, CBI can help you identify and incorporate member-friendly features to make your space more inviting. The addition of elements such as a "meet and greet" station, collaborative conference rooms or Internet technology can go a long way toward "warming up" your members' experience.

CBI is committed to working with you to produce a creative and cost-efficient plan for your credit union, whatever your needs. Our expertise – and our only business – is building financial institutions. We've been in business more than 20 years, and we have built hundreds of banks and credit unions.

Our dedicated team of professionals in consulting, design, marketing and construction work together every step of the way to ensure each project has the best outcome, right down to the last detail. "We offer full service from the beginning to the end of each project, from the ideation all the way to turning over the key to the client, and everything in between," says Maness.

So if you'd like to welcome your members into your credit union with friendly features that are designed to complement your "member first" philosophy, go to www.consultantsandbuilders.com or contact Mark Maness at (770)729-8183.



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