

# AUTO BUYERS NETWORK GENERATES REVENUE FOR MIDDLESEX COUNTY EMPLOYEE FEDERAL CREDIT UNION



AUTO BUYERS NETWORK



## ABOUT ABN

- ▶ Automotive marketing company providing member benefit programs for credit unions including personalized assistance, consumer education and an exclusive dealer network

## GOALS

- ▶ Aid credit unions in increasing membership, auto loan applications and retention through value added products and services
- ▶ Educate consumers, particularly women, on car buying and maintenance

## RESULTS

- ▶ Increased non-interest revenue for MCEFCU
- ▶ Positive response from customers
- ▶ Strengthened partnership leading to expansion of products

For more information, please visit:  
[www.AutoBuyersNetwork.biz](http://www.AutoBuyersNetwork.biz)  
[www.car-buy-her.com](http://www.car-buy-her.com)

## State of the Industry:

The recent economic climate has created a shift in consumer dynamics. Consumers are taking a more conservative approach to car buying and auto financing. Lending institutions are fewer, and those left are not lending as readily. With everyone including insurance companies competing for loan business and after market product sales, it is imperative that credit unions create and take advantage of opportunities to position themselves as a trusted resource in this new environment.

## A simple, powerful solution

ABN offers a consumer focused approach which provides member benefit programs for credit unions. By allowing members to take advantage of more value added services, the credit union, in turn, builds and strengthens member relations while simultaneously achieving growth in auto loan portfolios.

## Tools for effective sales

Utilizing our exclusive services and tools, credit unions can demonstrate the true value of their membership. In partnering with ABN, Middlesex County Employee Federal Credit Union was able to achieve incremental non interest revenue, while providing a great, low cost, product to members. Through ABN's exclusive auto protection policy, members would pay 80% less for the same products than at a dealership or from their insurance company.

MCEFCU is so satisfied with the company and product, they are looking to increase their offerings. According to Staff Manager Mary Arena, "ABN is easy to work with and has great service." Members feel the same says Sheila Rice, Loan Officer, "Customers love the product, and it's not hard to sell. It's working for us."

## Sustaining the growth

We offer affiliates, at NO COST, value added services and exclusive discounts for members, while helping to boost the bottom line. We'll show you how.

## Come Be A Part of Our Network.

The Middlesex County Employees Federal Credit Union has been in existence since 1967. Their members consist of Middlesex County employees, City of New Brunswick employees, and various autonomous agencies of the County, City and also their families, and are expanding membership to other businesses and townships of Middlesex County. For more information visit: [www.mccunj.com](http://www.mccunj.com)