

BALANCE Referral Guide

BALANCE is a financial fitness program that provides professional financial counseling, education, credit report review, money management, housing, and debt management services to members as a benefit of membership in the credit union. Members have access to a toll-free number for receiving free financial advice and educational materials: **888-456-2227**. For a complete description of BALANCE services visit: www.balancepro.net

New Members

- Discuss new account, credit union benefits and disclosures.
- Promote BALANCE as another great member benefit.
- Include a BALANCE brochure along with other new member product and service materials.

Problems on Existing Accounts

(Overdrawn, overextended, past due, over limit, etc.)

- If the member requests payment or deposit arrangements, refer them to collections department for discussion.
- Collections department may refer the member to BALANCE after discussion.
- All members who need financial education can be referred to BALANCE.

Member Loan Denials and LOC Suspensions

- Discuss specific reasons loan was denied or LOC was suspended.
- Discuss options for a free credit report.
- Explain to the member that BALANCE is a free and confidential financial education service.
- Provide the member with a BALANCE brochure in person or included with an adverse action mailing.

Positive Life Events

(Marriage, new baby, new home, new car, college savings or retirement)

- Pursue all cross-sell opportunities.
- Offer BALANCE as a planning tool.
- Let members know about education resources.
- Provide the member with a BALANCE brochure.

Loan Approvals with Concern

- Talk to the member about the terms of the loan.
- Recommend BALANCE as a way to improve in the area of concern.
- Provide the member with a BALANCE brochure.

Unfortunate Life Events

(Divorce, unemployment, cut in pay, disability, or high medical costs)

- Empathize with the member.
- Explain to the member that BALANCE is a free and confidential financial education service.
- Provide the member with a BALANCE brochure.