



CFS: helping credit union members reduce the costs of college, while driving growth and revenue for the credit union

What are your members worried about?

Question: Rank top concerns that pertain to your family in order of importance

1. Fear parent death before children are grown
2. **Saving for retirement**
3. Job security
4. *****Saving and paying for college*****



THE OPPORTUNITY

Help these parents solve their college funding/retirement savings dilemma AND drive revenue, growth and Gen Y members for the credit union!

How CFS helps the credit union member with college-bound children



Web-based solution



Knowledgebase of Expertise

Planning for financial aid

Planning for high-income families

Planning for business owners

Strategic use of 529 plans/Alternatives

Funding strategies for covering shortfalls



Rules for Applying Expertise

With CFS you can deliver **MAXIMUM** college planning value to your members



The value of CFS: Help parents more effectively and efficiently prepare and pay for college and improve retirement outlook.

CFS/Credit Union Examples

Click on the links below, or copy/paste into browser to see how CFS can be integrated into the credit union website

- <https://www.pittsfordcu.org/>
- <https://www.penfed.org/productsAndRates/resourceCenter/partnershipsAndUsefulResources/collegeFundingSolutions.asp>

The screenshot shows the PenFed website interface. At the top left is the PenFed logo with the tagline "What's this?". To the right is the text "Pentagon Federal Credit Union Superior Rates. Proven Service." and a link for "En Español". Below this is the ABA Routing Number: 2560-7844-6 and a search bar with a "GO" button. A navigation menu includes links for Money Sense, Careers, Branch Locations, ATM Locations, Calculators, Forms, Contact Us, and Support Military Heroes. A secondary menu highlights "PRODUCTS & RATES" and includes "ONLINE BANKING", "HOW TO JOIN", "SPECIAL OFFERS", and "RSS". A third menu lists services like Checking & Savings, Credit Cards, Loans, Mortgages, Investment Services, Insurance, and "Resource Center". A breadcrumb trail shows the path: Home > Products & Rates > Resource Center > Partnerships & Useful Resources > Collegiate Funding Solutions.

RESOURCE CENTER

- Overview
- Online Guides
- Tools & Calculators
- Forms
- :: Partnerships & Useful Resources ::**

Collegiate Funding Solutions

Great News for Pentagon Federal Credit Union Members!

For Pentagon Federal Credit Union members, this service is **FREE-OF-CHARGE**, compliments of Pentagon Federal! All that's needed is a **SPECIAL PROMOTION CODE** that can be obtained through the "Statement Center" in PenFed Online. [Log-in now!](#)

Over the last few years, as college costs have increased dramatically, more and more credit union members have expressed great concern over funding their children's college education - without sacrificing their retirement savings plan in the process. With four-year college costs ranging between **\$52,000-\$132,000 (per child)**, that concern is legitimate.

The **GREAT NEWS** is Pentagon Federal Credit Union, through a **BRAND NEW** online college planning service, can **NOW help** you solve the college funding challenge - whether your annual income is \$50,000 or \$500,000.

An analogy for this exclusive online college planning service is TurboTax online. Whereas one of the primary objectives of TurboTax is to help you minimize your tax bill, one of the primary objectives of the **online college planning service is to help you reduce your college bill.** The practical benefit can be potentially thousands of dollars of savings on your out-of-pocket college costs!

This online service is being offered through our collaboration with **Collegiate Funding Solutions (CFS)**. CFS is widely regarded as a premier provider of college planning solutions and is the only company that offers these solutions through a completely web-based service.

Appropriate back-end products and services are highlighted in the reports with **referrals BACK TO the credit union**.

The Funding Section of the custom report can highlight private student loans and can also provide links directly into the loan application

Projected Cost/Financial Aid	Before CFS	After CFS
Estimated EFC	\$25,121	\$15,949
Unmet Need	\$0	\$808
Total Family Contribution	\$18,476	\$16,757
Financial Aid Eligibility	\$0	\$1,718
Estimated Self Help	\$0	\$687
Estimated Gift Aid	\$0	\$1,013

[Return to Top](#)

Section VI

Collegiate Investment / Funding Options

 To help you select the college savings option for your situation contact a Pentagon Federal Credit Union representatives:

- 1) [Gail E Lesh, LUTCF](#)
- 2) [Gloria Lietz](#)
- 3) [Ann Marie Box](#)
- 4) [Michael Calandrucchio](#)
- 5) [Gwendolyn Hadd](#)
- 6) [Leon Mensah](#)
- 7) [Lauri Dubia](#)
- 8) [Craig Weicker](#)

Since you may be a candidate for financial aid, you will be responsible for covering both your EFC and any part of the cost of college that is not covered by financial aid, merit aid, etc. This is known as your "total contribution." See Section V for an estimate of your total contribution for one year of college. Implementing strategies contained in this plan may decrease this cost. The "After CFS" column includes an estimate of what your total contribution may be after implementing strategies in the plan.

The following savings and investment types were listed on the data form as allocated for college:

Cash= \$3,000

529 Savings Plan= \$5,000

Mutual Funds= \$25,000

Growing these investments for the next 1 years till your child begins college yields approximately \$34,580. The projected four-year cost of attendance (note - this is not the same as your total contribution because it does not account for any financial aid) at George Mason University - Mason using a 5% annual inflation rate is: \$83,615.

Repayment of a PLUS loan begins within 60 days after the final loan disbursement for the academic year. However, if the signatory parent is enrolled in college on a half-time basis (six credits) the repayment may be deferred. PLUS loans can be consolidated and repaid over a 30-year period.

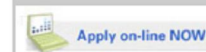
Private Loans in the Student's Name:

<This content is completely customizable for each credit union. Hyperlinks to loan apps can be included just as in this example>

Credit Union Student Choice Loans were created with one goal in mind - helping you finance a higher education without a higher price tag!

Our Private loans:

- Help fill the gap federal funding can leave behind
- Offer zero origination fees and lower rates than many other lenders
- Allow for fully deferred payment while in school (optional)
- Give the student a full Line of Credit (LOC), which can be used over multiple years. With one application we will qualify you for a LOC for the remainder of your college career (up to \$75,000). You will determine how much of the eligible LOC amount we should send to your school during disbursement periods
- Offer flexible repayment options resulting in lower initial payments after graduation
- Reduce your interest rate by 0.25% in repayment when you enroll in automatic payment.
- Are granted and held by your not-for-profit credit union - A lender relationship you trust.



 **Link to loan applications**

Retirement Account Loans If you are considering using your retirement account to help pay education expenses, consider borrowing from it instead of a "hardship" withdrawal. Generally, you can borrow up to \$50,000 or half of the account balance - whichever is less - and payback the loan over five years. Interest rates vary, but are typically the prime rate plus one percentage point.

Warning: If a parent loses his job, or changes jobs, the outstanding balance must be immediately repaid on a retirement loan, or it will become taxable income, subject to ordinary taxes plus penalties. Also, even though the retirement fund is earning interest on the college loan, it is foregoing the higher rate of return it was earning in the investment.

Some retirement plans may disallow distributions before retirement. However, hardship distributions from 401(k) plans (subject to the 10% penalty) are allowed to meet certain college expenses.



Gen-Y



Investments



Loans : home equity, private student loans



CFS provides:

1. College planning and funding value for members
2. Context and rationale for back-end products: links to applications
3. Referrals back into the credit union for help – investments, loans
4. Targeted audience for Gen-Y promotions

CFS helps ensure that credit unions are maximizing the opportunity to market products to members with NEED.

Collegiate Funding Solutions - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.collegiatefundingsolutions.com/about_about_us.php?ref=penfed

Collegiate Funding Solutions

COLLEGIATE FUNDING SOLUTIONS

INTRODUCTION COLLEGE PLANNING PRIMER YOUR CUSTOM PLAN DATA FORM

INTRODUCTION

INTRODUCTION > OUR SERVICE

Online College Calculator:
How much will a College Education cost?

Our Service

Great News for Pentagon Federal Credit Union Members!

For all members of Pentagon Federal Credit Union, this service is **FREE-OF-CHARGE**, compliments of Pentagon Federal Credit Union. All that's needed is a **SPECIAL PROMOTION CODE**. Simply obtain the special promotion code by logging into Pentagon Federal Credit Union Online Banking.

With the average four-year cost of college ranging between **\$52,000 and \$132,000**, you are probably very concerned about paying for college. At the same time, you may be even more concerned about saving for your own retirement. Therein lies the dilemma: Must you sacrifice your own retirement in order to educate your children?

Because many parents think that "college planning" and "saving for college" are the same thing...

Link to student loan application

The fact is that "college planning" is not the same as "saving for college." Planning means developing and implementing appropriate financial strategies to help you efficiently and effectively pay for college.

Through our exclusive online college planning service, we can assist parents in their efforts to solve their college-funding dilemma.

Whether your income is \$50,000, or \$500,000, our college planning service is intended to help you in the following practical ways:

- **Save** thousands of dollars on college costs
- **Save** numerous hours of research regarding college planning
- **Prepare and pay** for college effectively and efficiently without incurring massive debt

Click here to apply for an education loan

The co-branded CFS/Credit Union site can contain banner ads promoting the private student loans with link into loan applications.

Targeted audience for student loans

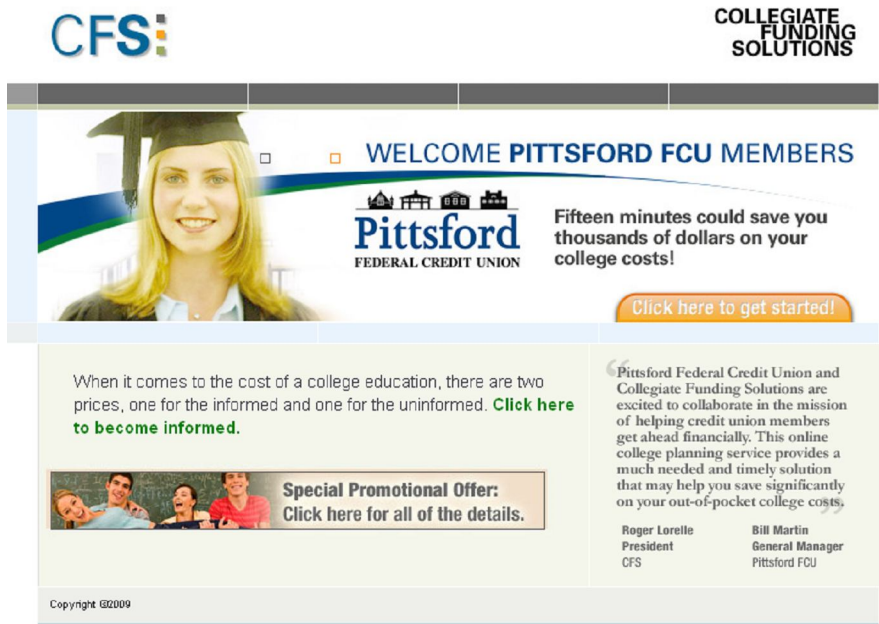
CFS provides multi-channel marketing support & material to create awareness and demand; drive traffic and strengthen the credit union brand.



- ✓ Website based promotional opportunities tied to usage of service
- ✓ Email Campaign
- ✓ Statement Inserts
- ✓ E-statement banner advertising
- ✓ Promotional flyer for distribution through branches
- ✓ Parent educational webinar: *“Reducing the high cost of college and improving your retirement outlook”*

The CFS service provides the ideal context for launching special promotions.

Since the audience to the CFS site is highly targeted – **parents of college-bound children** - the credit union can leverage this fact to highlight strategic products or services with special promotions.



CFS COLLEGIATE FUNDING SOLUTIONS

WELCOME PITTSFORD FCU MEMBERS

Pittsford
FEDERAL CREDIT UNION

Fifteen minutes could save you thousands of dollars on your college costs!

[Click here to get started!](#)

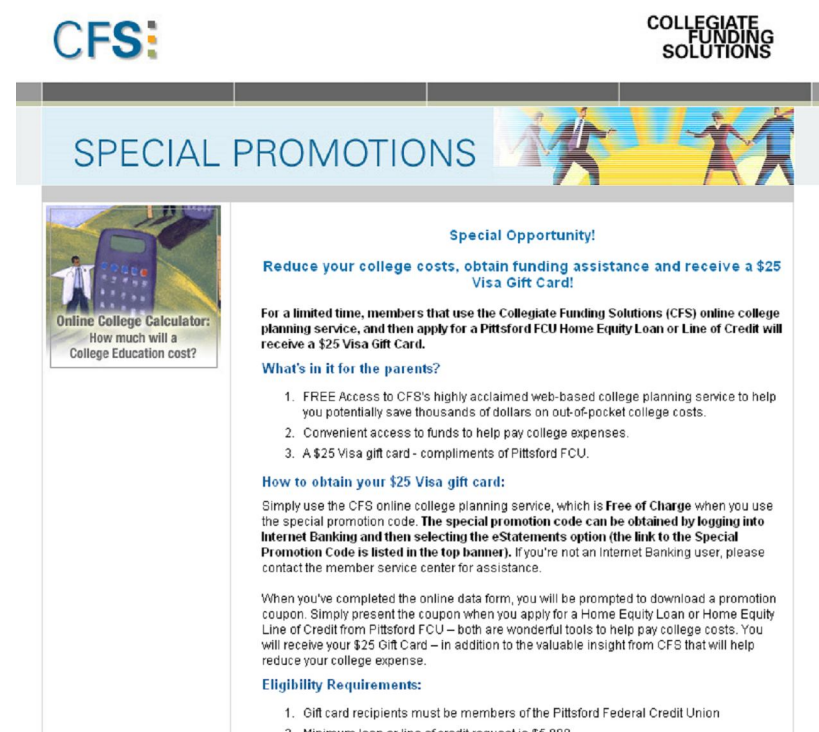
When it comes to the cost of a college education, there are two prices, one for the informed and one for the uninformed. [Click here to become informed.](#)

Special Promotional Offer:
[Click here for all of the details.](#)

Pittsford Federal Credit Union and Collegiate Funding Solutions are excited to collaborate in the mission of helping credit union members get ahead financially. This online college planning service provides a much needed and timely solution that may help you save significantly on your out-of-pocket college costs.

Roger Lorelle, President CFS
 Bill Martin, General Manager Pittsford FCU

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CFS COLLEGIATE FUNDING SOLUTIONS

SPECIAL PROMOTIONS

Special Opportunity!
 Reduce your college costs, obtain funding assistance and receive a \$25 Visa Gift Card!

Online College Calculator:
 How much will a College Education cost?

For a limited time, members that use the Collegiate Funding Solutions (CFS) online college planning service, and then apply for a Pittsford FCU Home Equity Loan or Line of Credit will receive a \$25 Visa Gift Card.

What's in it for the parents?

1. FREE Access to CFS's highly acclaimed web-based college planning service to help you potentially save thousands of dollars on out-of-pocket college costs.
2. Convenient access to funds to help pay college expenses.
3. A \$25 Visa gift card - compliments of Pittsford FCU.

How to obtain your \$25 Visa gift card:
 Simply use the CFS online college planning service, which is **Free of Charge** when you use the special promotion code. **The special promotion code can be obtained by logging into Internet Banking and then selecting the eStatements option (the link to the Special Promotion Code is listed in the top banner).** If you're not an Internet Banking user, please contact the member service center for assistance.

When you've completed the online data form, you will be prompted to download a promotion coupon. Simply present the coupon when you apply for a Home Equity Loan or Home Equity Line of Credit from Pittsford FCU – both are wonderful tools to help pay college costs. You will receive your \$25 Gift Card – in addition to the valuable insight from CFS that will help reduce your college expense.

Eligibility Requirements:

1. Gift card recipients must be members of the Pittsford Federal Credit Union
2. Minimum loan or line of credit request is \$5,000

Contact CFS to schedule a follow-on webinar tailored for your credit union.

Email: RLorelle@CF-Solutions.com

Phone: 919-469-1996

Website: www.collegiatefundingsolutions.com