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July 28, 2026 | Volume 2026, Issue Number 7 | Calendar of Events

Lending Has Changed, Our Mission Hasn't

Technology is transforming the lending process, but the credit union difference remains rooted in people, trust, and purpose

Last year at this time, I wrote that lending is where the credit union promise comes to life. A year later, that feels even more true.

Today's lending environment changes quickly. Credit unions are managing uncertainty, fraud, evolving regulations, and growing expectations from members—all while new solutions are transforming the lending process. A faster lending decision is only valuable if it's accurate, fair, and explainable. That's where the credit union difference shines. While fintechs can streamline the process, credit unions bring the trust, relationships, and human touch that technology can't replace.

The mission hasn't changed. It's simply being supported by new tools that help credit unions serve members even better.

Read Melissa's full blog to explore how fintech, AI, and the cooperative model are shaping the future of lending while staying true to the credit union mission.

Read the Full Blog by Melissa Pomeroy, CCUA's EVP & COO

Confer Solutions: Exclusively CU Focused

Confer Solutions is a fintech dedicated to exclusively helping credit unions grow consumer lending through intelligent digital engagement. Built on a credit union's existing core platform, Confer combines member insights, personalized engagement, frictionless digital experiences, and marketing optimization into a unified lending solution. Backed by the founder's expertise in lending, AI, data science, and

enterprise software, Confer continues to grow through proven client success, strategic partnerships, and referrals.

Learn more about Confer to find out what organic loan growth could look like for your credit union.

How Outdated Lending Processes Paved the Way for Zero-Touch Funding

Today's borrowers expect fast, seamless experiences, but modernizing lending is about more than accelerating approvals. A new white paper from CCUA's strategic partner, Alkami, explores how intelligent automation helps streamline manual processes, strengthen fraud prevention, and deliver the speed and convenience members expect—without losing sight of the important member relationship.

Read the full white paper from Alkami to learn how modern lending technology can help streamline operations, enhance the member experience, and position lending for the future.

MemberClose: Mortgage Lending Support That Fits Your Credit Union

Flexible mortgage and home equity solutions that complement your team, streamline operations, and help you better serve members

MemberClose, together with its trusted partners, helps credit unions address their mortgage lending needs at any stage of the process. From settlement services and mortgage fulfillment support to more comprehensive lending solutions, MemberClose meets credit unions where they are—whether they need assistance with one part of the process or broader support for their entire program.

Through its convenient one-stop platform, credit unions can access the services they need for their mortgage and home equity products, including negotiated, bundled pricing on settlement services. Solutions can be tailored to complement a credit union's existing team, processes, and lending goals.

MemberClose has always been exceptionally proud of its personalized member service and commitment to the credit union mission. With no subscription fees or minimum order requirements, its flexible services are available to credit unions of all sizes—helping each institution build the lending program that best serves its members.

Ready to strengthen your mortgage lending program? Schedule a demo with MemberClose to see how its flexible solutions can support your credit union's goals.

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