

Cooperative Credit Union Association

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For Immediate Release

Cooperative Credit Union Association Welcomes NRGtree to *CU Connect*

September 15, 2017 (MARLBOROUGH, MASSACHUSETTS) — The Cooperative Credit Union Association is adding solar to its *CU Connect* business services program with the addition of Lowell, Mass.-based NRGtree (www.nrgtree.com). NRGtree is the developer and author of an innovative program customized for both credit unions and solar installers that not only fuels green energy and member savings, but also stimulates home equity loan usage.

The program sees credit union members who are interested in installing solar energy systems on their homes, working directly with NRGtree to design the system they wish to install. NRGtree then puts the installation proposal out to bid and the credit union from which the lead is generated, has the opportunity to counsel the member on the best way to fund the installation.

NRGtree provides each participating credit union with a branded “Own My Solar” (OMS) portal that can be integrated into each credit union’s website. The portal provides up-to-date information about solar energy system ownership as well as features and benefits of various designs, tax credits and financing. The OMS portal is also fully integrated into the credit union loan application process and is capable of augmenting and enhancing credit union marketing to targeted members who are most interested in tapping a solar-energy source.

“The Cooperative Credit Union Association is always looking for innovative and meaningful ways to generate value for members. Our new partnership with NRGtree is exciting because it fits perfectly with our credit unions’ objective of making members lives better. By adding the Own My Solar program to its portfolio of product offerings, a credit union can provide a long-term solution that guarantees member satisfaction *and energy savings* for years to come,” said Paul Gentile, CCUA President & CEO.

NRG Tree CEO TJ Caveney agreed, saying, “We are thrilled to be working with credit unions to bring solar energy systems to homeowners. We love it that credit unions treat all members with such great

respect and concern – which is exactly how we run our business. This new arrangement will allow us to exercise the same great care for our customers that the credit unions give their members.”

About NRGtree

NRGtree, located in Lowell, Mass., helps lending institutions provide loans for solar by streamlining the financing and installation online. For more information, visit www.nrgtree.com.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association in Marlborough, Mass., promotes the interests of nearly 200 credit unions located throughout Rhode Island, Massachusetts, New Hampshire, and Delaware. CCUA is, first and foremost, an advocate for its members before Congress and state legislatures, regulatory bodies and the public. In addition, it provides an array of services, including educational programs, workshops and conferences; a daily e-briefing on all the latest news and issues facing credit unions; and, through its CU Connect program—a select group of service providers—and a number of system partners, works to advance the availability of their quality products and services to its members. For more information, visit CCUA.

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