

Cooperative Credit Union Association Partners with Silvr

New alliance brings personalized retirement planning to credit union members

May 30, 2022 (Marlborough, Massachusetts) — The Cooperative Credit Union Association (CCUA) has partnered with Silvr, a retirement & estate planning app for people over 50, to help member credit unions in Delaware, Massachusetts, New Hampshire, and Rhode Island educate members about their retirement planning options, from IRAs to Medicare Supplement (Medigap) plans.

Silvr is designed specifically to help credit union members nearing or already in retirement navigate the tricky nuances of retirement budgeting, including Social Security, Medicare and early retirement healthcare, taxes and more. By breaking down choices in easy-to-understand steps and terminology, Silvr demystifies the process of preparing for and thriving in retirement. To date, Silvr, which marries modern technology with modern retirement, is being used by more than 120,000 Americans nearing retirement age.

“Silvr is ideal for people who are not already well-versed on many retirement topics,” said Ron McLean, President/CEO of the CCUA. “The wealth of information available complements the credit union mission of ensuring the financial wellness of their members. We are very happy to be the first credit union league to finalize a partnership with Silvr.”

“We’re thrilled to partner with CCUA and its credit union members to provide a unique local lens on modern retirement,” says Silvr Founder and CEO, Rhian Horgan. “Silvr is a first-of-its-kind, turnkey solution that helps credit union members select financial (and health) products and services to secure their retirement by providing localized retirement education, premium financial tools, and personalized calls to action. Silvr educates credit union members as they embark on retirement and helps credit unions grow their share of the member’s retirement wallet.”

Silvr’s white-labeled, no integration required technology makes it easy for credit unions and their members to understand what retirement looks like in Delaware, Massachusetts, New Hampshire, and Rhode Island. Powered by over 7,000 data points, Silvr’s tools and calculators help members understand the cost of living, including Medicare and taxes, in their hometown. With over 400 easy to read classes in Retirement School, Silvr provides a personalized experience which ensures that members are educated for their complete retirement journey. Silvr connects each credit union partner’s retirement-ready products and services so that members can access a full range of retirement solutions from their credit union.

About Silvr

Silvr is an award-winning retirement platform designed to support Americans age 50+ navigating modern retirement. Our #1 goal is to help Americans retire confidently through the use of easy-to-understand retirement education and personalized data-driven calculators to demystify the process of preparing for retirement. Silvr’s proprietary Retirement Score predicts how long your savings will last in retirement, and our Retirement School is designed to educate you on all the topics you need to master as you embark on your retirement journey. Silvr is proud to partner with credit unions with our white labeled partnerships. Together we can help credit union members improve their financial wellness in retirement. Silvr is a CUSO financially backed by CURQL Collective, Idaho Central Credit Union and Michigan State University Federal Credit Union’s wholly owned CUSO, [Reseda Group](#). For more information, please visit www.silvr.com.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 180-member credit unions located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA member credit unions hold combined assets in excess of \$73 billion and serve a collective membership base of more than 4.7 million consumers. Last year, CCUA credit unions provided over \$500 million in direct financial benefits to their members and had a combined financial impact of over \$5 billion on their states. For more information, visit www.CCUA.org

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