

The AIE TOUR
Solve Your “Use of NCUSIF Information ONLY”
Income Loss & Service Problems Today

Account Insurance
ESTIMATOR

Excellent Service that Generates Income!

Your League, Association & InfoSight help You provide *Excellent Coverage Service* to *Members* that's Profitable!

WHY the AIE was Initially Created. Credit unions using and providing NCUA created “NCUSIF information ONLY” *is* poor *member coverage service* that misses every product and service sales (income) opportunity with your valued members!

OVERVIEW of Credit Unions’ 3 current “Use of NCUSIF Information ONLY” *Income Loss & Member Service Problems*

No financial institution has its **own** solution to 1. **estimate** federal account insurance coverages, 2. help it conduct “employee coverage **training**” and 3. provide and **demonstrate** “*excellent member coverage service*” that sells all products and services. These three (3) major missing solution needs result in four *income loss and service problems* annually for your credit union in 1. millions of dollars in missed product and service sales to members with *excellent coverage service*, 2. wasted employee time futilely attempting to help members with coverage, 3. a poor use of “hundreds of thousands to millions of members’ dollars sitting in the NCUA’s fund with no consistent professional coverage service from your credit union, *and* 4. no method to provide and demonstrate *consistent* “*excellent coverage service.*” The Account Insurance Estimator (AIE) fulfills these three important solution needs (and more) to help you address the four *income loss & service problems*, which helps your bottom line annually.

PROBLEM 1 in General. No solution of your own to **estimate** key NCUSIF coverages to assure excellent service & sales.

Problem **1a.** No CU-solution to estimate the *ten most popular* max coverages is poor service that misses important sales.

1a. SOLVED with your own “Estimate of the *ten popular* max coverages” that is excellent service to help sell all products.

The AIE helps you promote and sell *all four product lines* (personal, business, trust & fiduciary) critical to your credit union’s growth!

Problem **1b.** No CU-solution to estimate *one* popular max coverage is poor service that misses important sales.

1b. SOLVED with your own “Estimate of *one popular* max coverage” that is excellent service to help sell all products.

The AIE helps you assist valued members with a *specific product* from your four product lines (personal, business, trust & fiduciary)!

Problem **1c.** No CU-solution to *assure* concerned members with coverage is poor member service that misses all sales.

1c. SOLVED with your own “Estimate of coverage to **assure** all members” that is excellent service to help sell all products.

The AIE helps you *assure* members and assist them with products from your four product lines (personal, business, trust & fiduciary)!

The AIE **SOLVES Problem 1** by helping all employees **estimate** key coverages, provide excellent service & sell all products.

PROBLEM 2. No solution to help conduct employee **training** on all popular NCUSIF maximum coverages, which results in poor member coverage service that does not promote and sell all important products and services.

The AIE **SOLVES Problem 2** by providing a solution to conduct “NCUSIF coverage **training**” for all employees who help members with deposits, which provides excellent member coverage service that promotes and sells all products and services.

The AIE helps you *train* your employees to promote and sell your four product lines to members with excellent coverage service!

PROBLEM 3. No 1-page deliverable of your own to consistently provide and **demonstrate** excellent member coverage service, which misses every excellent service and sales opportunity when assisting valued members with deposits.

The AIE **SOLVES Problem 3** with your own “member-friendly” **estimate form** that instantly demonstrates your excellent member coverage service that allows all employees to promote and sell all products and services daily and annually.

The AIE helps you promote your credit union and all four product lines to members with your own *deliverable form* on coverage!

THE AIE **SOLVES** your credit union’s three major “use of NCUSIF information only” *income loss and member service* problems 1. with increased product and service sales with excellent coverage service to valued members, 2. well used employee time on coverage and product and service sales, 3. well used “member money” in the NCUA Fund, *and* 4. providing consistent excellent coverage service,” all which help your credit union’s bottom line daily and annually!

The AIE is the *profitable* solution to your 3 major “NCUSIF coverage” *member service & income loss* problems!



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Your 1st “Use of NCUSIF Info Only” \$ Problem

These provide assurance about the NCUA's fund,
NOT about your Credit Union.

**Providing or linking to “NCUSIF information ONLY”
harms your credit union's income and service goals!**

Share Insurance
ESTIMATOR

This *doesn't* show your Credit Union's professionalism
and knowledge, or **SELL** its great products and services.

Your Credit Union's Solution

Account Insurance ESTIMATOR

Estimate the Maximum Federal Coverage of Funds with Us

As a member of our credit union, you **Instantly provide** excellent **NCUSIF coverage service** that generates *income, guaranteed!*

InfoSight

INGENIUX

AVALON
project partners

FW
FARLEIGH WADA WITT

All Goals
SOLUTIONS

The AIE is the *profitable* solution to your 3 major “NCUSIF coverage” *member service & income loss* problems!

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All Goals
SOLUTIONS

If the AIE helps your credit union sell more products to one valuable member, it has paid for itself *annually!*

Your employees have
no solution of their own
to provide *excellent*
coverage service
and sell everything!



Your “Relying on NCUSIF Info ONLY” Income Loss & Service Problems. Members care about their money, and by using NCUSIF-created information *only*, your credit union harms its service and *account sales* (missed income) because employees **DON’T** have their own solution to consistently:

1. **estimate** all coverages & sell
2. **estimate** a key coverage & sell
3. **assure** with coverage & sell
4. **explain** all coverages & sell
5. **train** all coverages & sell
6. and more (see “**Solution**” below)

These crucial missing tools not only cost your credit union income in missed product and service sales, but also cost it *tens-to-hundreds of thousands of dollars* in wasted employee time trying to learn about coverage, and no estimate solution or form to prove “*excellent member coverage service*” annually!

Now, thanks to your League, Association & InfoSight, all your employees who help members with deposits have access to the Account Insurance Estimator (AIE), which solves all your service & missed income problems above (and much more), and makes and saves your credit union a great deal of money annually, guaranteed!

The **AIE** provides employees with their own complete **Solution** to *consistently*

1. **estimate** all maximum coverages & sell
2. **estimate** one maximum coverage & sell
3. **assure** with maximum coverage & sell
4. **explain** all maximum coverages & sell
5. provide all coverage **examples** & sell
6. **organize** accounts for coverages & sell
7. **train** all key coverages & sell
8. **research** all key coverages & sell
9. provide **fiduciary** coverages & sell
10. provide **living trust** coverages & sell
11. provide **business** coverages & sell
12. and much, much more – just ask us!

Estimate the
Maximum NCUSIF Insurance
of TEN Different Types of Account Coverages
or
of ONE Type of Account Coverage
for the Funds Held in Members’ Accounts

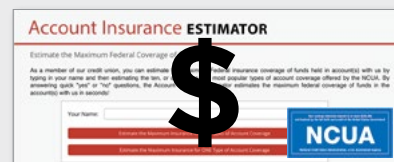


Train All Employees to Use!

For All Your Employees, not just Compliance. The AIE consistently helps all your employees *who assist members with their funds*, including branch managers, MSRs, the call center, tellers, marketing, membership development, membership experience, training, lending, HR, **senior management** responsible for making and saving money, and compliance.

The **Account Insurance Estimator** more than pays for itself annually by

1. saving money on *employee training* and *time* helping members with accounts and coverages,
2. generating *more income* by providing another effective way to sell all products and services,
3. proactively utilizing the hundreds of thousands to millions of *members’ dollars* in the fund, and
4. *demonstrating* your “professional and excellent deposit service” daily (which is priceless)!



Your Incredible ROI! Credit unions under \$100 million get both the Account Insurance Estimator and Check Deposit Notice Generator at no charge as a member of their League or Association. Credit unions \$100 million and above can access *both* the AIE and CDNG for 60 days and, as a member of their League or Association, purchase an annual license for both (with unlimited seats) for ¼ of the market price for one product alone, satisfaction guaranteed!

Asset Size	Annual LIS Price for Both	Annual Mkt. Price for One
\$Billion+	\$2750	\$5500
\$500M - \$999M	\$1750	\$3500
\$200M - \$499M	\$995	\$2000
\$100M - \$199M	\$550	\$2000
\$99M or Less	No Charge	\$2000

The AIE’s consistent and excellent coverage service results in increased profitability annually!

Please view our complimentary “**product tour**” to **learn** how to significantly improve member service, reduce expenses and generate a great deal more income annually with the Account Insurance Estimator.

The tour is available online courtesy of InfoSight and your League or Association at leagueinfosight.com/ags-tours.