

# **HomeAdvantage® announces partnership with CUSO Member Home Loan**

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Janie Smith-Loville, Executive Vice President at Member Home Loan  
Herb Behrens, CEO at HomeAdvantage  
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**SCOTTSDALE, AZ** – HomeAdvantage® is announcing a new partnership with Member Home Loan®, a Credit Union Service Organization (CUSO) that provides mortgage loan programs to 41 credit unions in eight states. Through the partnership, those credit unions can now utilize HomeAdvantage to attract and close more purchase leads by offering the platform’s online real estate resources to members. HomeAdvantage, which rebranded from the name CU Realty Services last month, is the largest real estate CUSO in the nation.

“We are very excited to partner with HomeAdvantage,” said Janie Smith-Loville, Executive Vice President of Member Home Loan. “We are positive that through this new partnership, we will be able to deliver an easy, efficient and complete homebuying experience. We pride ourselves in customer service, and we will work diligently in providing members complete satisfaction through the entire home buying process.”

HomeAdvantage’s frontend tools attract members at the beginning of their home-buying journey, while backend systems and personal touchpoints nurture them until they are ready to transact. One of those touchpoints is the connection to a HomeAdvantage-certified real estate agent who is trained to keep credit union financing top-of-mind. On average, when credit unions use HomeAdvantage, they increase their loan volume by more than 40 percent and an impressive 85 percent of their purchase loan applicants stay with the credit union for financing. Members earn cash-back savings in the form of HomeAdvantage Cash Rewards when they use the program, which average $1,600 per real estate transaction. More than $6 million in Cash Rewards was distributed last year.

“HomeAdvantage and Member Home Loan share the common goal of making home buying more accessible for credit union members,” said Herb Behrens, CEO at HomeAdvantage. “We are excited about the impact this partnership will have on that goal since we will have the opportunity to reach and service their more than 350,000 members.”

Member Home Loan is a credit union-owned mortgage lending firm licensed in Missouri, Illinois, Louisiana, New Mexico, Ohio, Oklahoma and Texas.

**ABOUT MEMBER HOME LOAN**Established in 2005, Member Home Loan (MHL) has built a strong reputation as an outstanding mortgage lending firm, serving the lending needs of credit union members, real estate professionals, builders, and individual homebuyers. MHL is a credit union owned, full-service company with an experienced staff offering expertise in every area of mortgage lending, from purchase to refinance. Through vast credit union partnerships, MHL also offers a multitude of “Out of the Box” portfolio products to meet customer’s unique needs. For more information, visit [mhl.mymortgage-online.com](http://link.mediaoutreach.meltwater.com/ls/click?upn=HDsQsBvd8BdjtXCMRKdB45HSIXEnCuimWRF8s5tNiGg1nKEnvAGGE3quYd2G8GDaoQz9_6kTYXAm7F-2BGkKXO3g9FG7U8FcCPJoPH4Vs7sHVVQA0exfAs8EzD-2FTHHjgst92755WBbq0Tjsr7vX0By8KDmflOPtuiULxPTpEOmMwhxSStqMWRdh5-2FAxHDgD-2BAKonWJdy46-2BE2Oq8psNJFJKx30Pd0nT6i6-2BUtNtjHS3xff0Wrq0Q-2BhWSATdYT1nG0iuNmmLeYckniKxg-2BkZKqL2-2FB0V1ulzMyxI8-2F5YxHglPT5GLkFMrVUGz6lSfu-2F8QTkb3s0hKGGqzdsj-2F2R76mSQ9AVpvXAlDUHGBj32MRrV36LRvbWiyTYFiVkcW5HtC2mX-2FEFpl86ZBJvxGaGDt3Hj28oT25HlRK9eEZq14qiVDprBILhdcyDU6-2FClt9Wsr07n1d27yX5kZLJe-2BEq6OH3y-2Bx7onQ-3D-3D).

**ABOUT HOMEADVANTAGE**Formerly CU Realty Services, HomeAdvantage provides real estate services to credit unions across the nation, helping them increase their purchase mortgage business while saving their members money when they buy or sell a home. The company’s turnkey real estate marketing platform is currently offered by more than 126 credit union partners and mortgage CUSOs based in 24 states. Credit union members can use the program to search for homes, research neighborhoods, calculate property values, connect to certified real estate agents and save money at closing. When credit unions offer the program, they can attract and nurture more home-buying members, and consequently close more loans. To learn more, please visit [www.homeadvantage.com](http://link.mediaoutreach.meltwater.com/ls/click?upn=1OZqX4zsj-2BNvmWxcGHD8fju5HeFT-2FJ768CztvJy9CNLTZs8HSp1TQfUKcgFaPxe53oOF_6kTYXAm7F-2BGkKXO3g9FG7U8FcCPJoPH4Vs7sHVVQA0exfAs8EzD-2FTHHjgst92755WBbq0Tjsr7vX0By8KDmflOPtuiULxPTpEOmMwhxSStqMWRdh5-2FAxHDgD-2BAKonWJdy46-2BE2Oq8psNJFJKx30Pd0nT6i6-2BUtNtjHS3xff0Wrq0Q-2BhWSATdYT1nG0iuNmmLeYckniKxg-2BkZKqL2-2FB0V1vj8clbXfMXJVQFaHga7MrMYWmYNR1nupsGpUxaJm4Fy-2Fma7-2BHXx4IQ1ezkDlROb7J1u5ERWCWUNHkji57zETArg2cG-2F-2B4GoGrXbULrcNG6DAy3R5qLp3IRrJU2z5XnBrkb5kPV5TWa-2Fq3NXp-2BcQ2c4XeM32FdlCUHqOgRcmMaEL9jYaKVEJg-2BnRZScRMcvBrQ-3D-3D).

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