

**CU Realty Services changes name to HomeAdvantage®**

The firm’s signature real estate marketing platform is now available

to credit union members in 49 states

**SCOTTSDALE, AZ** – CU Realty Services, the largest real estate Credit Union Service Organization in the nation with more than 120 credit union partners, just officially changed its name to HomeAdvantage®. HomeAdvantage was already the name of the organization’s signature real estate marketing platform that, since 2000, has helped credit unions earn more of their members’ purchase mortgage business.

“For twenty years we’ve made a name for ourselves as CU Realty Services, helping credit unions build better mortgage lead pipelines through our HomeAdvantage program,” said CEO Herb Behrens, who joined the company in April. “We’ve greatly evolved over the years and are devoting a lot of attention to how our brand, service and experience as a whole can be more rewarding for both our credit union partners and their members. Consolidating our brand under one name is just the first of many steps we’re taking to make that happen.”

Credit unions will now see all marketing and promotion from the company as coming from HomeAdvantage. The rebranding includes an updated logo and new [homeadvantage.com](http://homeadvantage.com/) website. However, the name change will have no impact on credit union members who have always interacted with the company through its HomeAdvantage brand and real estate portal at [www.mycuhomeadvantage.com](http://link.mediaoutreach.meltwater.com/ls/click?upn=1OZqX4zsj-2BNvmWxcGHD8fr0bCw7gDdebZkPCbXUWbQ2qH4bmo2y-2FgBzHSp3PZm7nmkJf_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gxqkX-2F4ATy-2FK1pdpyfcwETB966RMYSNFQU7XzHQPdJoHpm3kinNFfQv7mZEmn6Fjeiyu4ugSYmjLh3uNZ1-2B3JE-2Fb278K-2F3DcLMEfI22BwHxi1Mb2YKEdTZzZPhNNO0Z9G0scJ26YnSRNSRQsKEm1s8PX7x1DsaQ-2BIrdUHDRipyOauTXzPzccgHyCx2LbVUOMEyE0srl1qVJVfsUYPPOYARvejUOmX1LpW4Kn6oHPd5C05T4KILFaBPx7I7bhgmqLtPPjusQqsME5GSKSoGXEaI1TA80DfaltotY3TwJjpVx-2Feu1dHEf5SrApkNYIb-2FVMuIcIxoJznQ5tMYx0iAyB-2BkIYQ4G9YH7vatkno5JhzLtCg-3D-3D).

In addition, HomeAdvantage is expanding its member service area from 24 to 49 states. This expansion means that members can now connect with certified real estate agents and earn HomeAdvantage Cash Rewards in nearly every state and metro area in the US. “Our credit union partners that lend in multiple states can now offer the program no matter where their members are looking to buy or sell, which will increase the likelihood of retaining those loans,” said Behrens.

When credit union members use HomeAdvantage to buy a home, an impressive 85 percent of those applicants stay with the credit union for financing. Members also 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 $56 million in Cash Rewards have been distributed during the program’s lifetime.

“People now start shopping for homes earlier and online. They are often doing research before they engage with an agent,” said Dan Helt, Real Estate Sales Manager for Mission Fed. “When we connect members to our HomeAdvantage resources, we get to be their first point of contact and it puts us in a position of being a resource for our members on multiple levels outside of just the mortgage itself.”

Behrens adds, “We’re working on some exciting announcements right now, all geared to helping our credit union partners close more loans while helping members have a more rewarding transactional experience.”

**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 120 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-2FJ768CztvJy9CNLTZs8HSp1TQfUKcgFaPxe52pa3_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gxqkX-2F4ATy-2FK1pdpyfcwETB966RMYSNFQU7XzHQPdJoHpm3kinNFfQv7mZEmn6Fjeiyu4ugSYmjLh3uNZ1-2B3JE-2Fb278K-2F3DcLMEfI22BwHxi1Mb2YKEdTZzZPhNNO0Z9G0scJ26YnSRNSRQsKEm1s8PX7x1DsaQ-2BIrdUHDRipyOauTXzPzccgHyCx2LbVUOMEznkun6Xt9xKUDjj3HcoojJWPMZxkHPcTpwowZTaiLmTpkxKrMBCoS9oKnL9Bq284N9HqH57P-2BjGUWQxiOW9jw6iJVqaiaxdsbSBfVL725dcWt5GLGSa5SyeEloiG5-2B1p2VSBaueFchClfG7GGYdgNJhrEuPDE6fMz-2BY0QU17iFjA-3D-3D).

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**Media Contact**Rachel Brown
rbrown@synergy-pr.com
314-266-7035