

**April 1, 2021**

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**Herb Behrens joins CU Realty Services as CEO**

The CUSO announces new leadership and impending name change

**SCOTTSDALE, AZ** – CU Realty Services has named Herb Behrens, former Vice President of Mortgage Lending at BCU, as its new CEO. Behrens will succeed former CEO Mike Corn, who will transition to Chairman of the Board for CU Realty and remain a strategic advisor to the company he co-founded and still co-owns.

Behrens, who assumed the CEO position on April 1, is tasked with leading the company’s vision to help credit unions increase their purchase mortgage business and make homeownership even more rewarding for credit union members. Behrens has been a member of the CU Realty’s Board of Directors since 2015. CU Realty Services is the largest real estate Credit Union Service Organization in the United States with more than 120 credit union partners in 24 states.

“There truly is no better person for this position. Through his role with BCU, one of our highest performing credit union partners, Herb brings a unique perspective on the value we offer to credit unions,” said Corn. “He is an engaging leader, and uniquely combines an incredible amount of knowledge about our history with an equally incredible understanding of the inner workings of credit unions and the mortgage marketplace. We are proud to have him represent and lead the organization into the future”

In addition to announcing a new CEO, the CUSO is also announcing it will officially change its name effective June 1 from CU Realty Services to HomeAdvantage. Currently, HomeAdvantage is the name of its signature real estate program.

“There is nothing more personal than where you live and probably nothing more emotional than the decision of where you decide to put roots,” said Behrens. “The name HomeAdantage resonates with the true focus of the company, which is to make homeownership more accessible and rewarding.”

The HomeAdvantage turnkey real estate marketing platform helps credit unions earn more of their members’ mortgage business. Behrens and his team at BCU successfully implemented HomeAdvantage to drive year-after-year purchase mortgage growth and become one of just three credit unions in the United State to reach the milestone of saving members $5 million. BCU members earn an average of $1700 in the form of HomeAdvantage Cash Rewards when they use the turnkey real estate program to buy or sell their home. BCU also is the only credit union to return more than $1 million in a single year.

“I have been a part of the CU Realty family for many years on the client side and as a board member. I am passionate about what CU Realty does and it’s value to both credit unions and members,” said Behrens. “I am excited to turn the hat and come on board at a time as CU Realty is pivoting towards becoming an even bigger advocate for CUs and their members.”

**About CU Realty Services, LLC**CU Realty Services provides real estate services to credit unions across the nation, helping them increase their purchase mortgage business. The CUSO works with more than 120 credit unions and mortgage CUSOs in 24 states to offer its turnkey real estate marketing platform, HomeAdvantage. Through the program, credit union members can search for homes, research neighborhoods, calculate costs of homeownership, connect to experienced real estate agents and qualify to earn HomeAdvantage Cash Rewards. By offering this program to members, credit unions are able to attract, identify and engage more home buyers, and consequently close more loans. Effective June 1, CU Realty Services will be named HomeAdvantage. To learn more, please visit [www.curealty.com](http://link.mediaoutreach.meltwater.com/ls/click?upn=1OZqX4zsj-2BNvmWxcGHD8ftFJeYEAbir-2B6swQ0tjhPjnXeTD8woo2AGw-2FphrKMeqzDXzh_6kTYXAm7F-2BGkKXO3g9FG7U8FcCPJoPH4Vs7sHVVQA0exfAs8EzD-2FTHHjgst92755WBbq0Tjsr7vX0By8KDmflOPtuiULxPTpEOmMwhxSStqMWRdh5-2FAxHDgD-2BAKonWJdANs2crzZG5WEnssF9359iYwRn0LfsJwuXAj4eslIbwvi9XoQsslXBlzithAl8AB7q-2FmljRG0f2DV6FmAVRQC-2Fr8yYAyToURV6garoj322Qd9SMOPFHBvX4k9EgUdU7M1GhcPjvj3lYXIVyeaZ4k0hn1TmhoL0IabIodV-2FR4IBIdHit4SnNKeEY92PKLaXww4ohxBBTdOVnK79ylLR5RJXJndjLsPMRk-2F1yc78Uw-2ByrVsITBfBZsa-2BsiP8Dgaq89-2FzRRBoPtQLpmpZ0jXKnbEiw-3D-3D).

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