

**Northwest Federal Credit Union celebrates saving members $6 million through the HomeAdvantage program**

NORTHWEST has saved members more than any other credit union

November 18, 2021


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**SCOTTSDALE, AZ –** Virginia-based Northwest Federal Credit Union (NORTHWEST) is celebrating saving its members more than $6 million through the HomeAdvantage® program. NORTHWEST members have earned more Cash Rewards than any other HomeAdvantage partner credit union. Thirteen credit unions across the United States are part of the exclusive Million Dollar Club, having reached the threshold of saving members $1 million or more when they buy or sell homes through HomeAdvantage.

“It is an impressive accomplishment for Northwest Federal Credit Union to reach the highest threshold ever in the Million Dollar Club. We honor their dedication and exceptional work in helping members meet their homeownership goals,” said Herb Behrens, CEO of HomeAdvantage. “It is heartwarming to reflect on how together we’ve helped make homeownership more affordable for so many of their members.”

HomeAdvantage, the largest real estate Credit Union Service Organization, helps credit unions secure more of their members’ purchase mortgage business. HomeAdvantage’s signature real estate marketing platform features frontend tools that attract members at the beginning of their home-buying journey. Backend systems and personal touchpoints nurture them until they are ready to transact. One of those critical touchpoints is the connection to a HomeAdvantage-certified real estate agent who is trained to keep credit union financing top of mind. HomeAdvantage recently announced a national expansion. Credit union members can now connect with certified real estate agents and earn HomeAdvantage Cash Rewards in nearly every state and metro area in the U.S.

With more than 260,000 members, NORTHWEST has been a HomeAdvantage partner since 2004 and was inducted into the Million Dollar Club in 2017. NORTHWEST members earn an average Cash Reward of $2,500 per real estate transaction. To date, nearly $60 million in HomeAdvantage Cash Rewards has been given back to credit union members across the United States.

HomeAdvantage has helped NORTHWEST continue to build their purchase mortgage pipeline even during the refinance boom when credit unions were challenged to prioritize purchase mortgage marketing. In the last 12 months, the credit union has registered nearly 600 new members into the HomeAdvantage program, of which 94% indicated they were not already working with a real estate agent and over 60% indicated they were not already pre-qualified for a loan.

“Hitting the $1 million mark in 2017 was a significant milestone for Northwest Federal. Our ability to accelerate and reach $6 million in savings for our members only four years later is testament to our dedication in offering the very best service and savings to our members,” said Joe Talmadge, Vice President of Mortgage Lending at Northwest Federal Credit Union. “Our partnership with HomeAdvantage is an important benefit for our members during their homebuying process.”

**ABOUT NORTHWEST FEDERAL CREDIT UNION**Northwest Federal Credit Union is a full-service financial institution ranking among the largest credit unions in Virginia and in the top 60 credit unions in the Nation. Established in 1947 and headquartered in Herndon, Va., Northwest Federal’s Why is to serve and inspire to transform lives. The Credit Union currently serves more than 260,000 members (and has assets in excess of $4 billion). For more information, visit [www.nwfcu.org](http://link.mediaoutreach.meltwater.com/ls/click?upn=1OZqX4zsj-2BNvmWxcGHD8frzYSTH3AjwmndLh6nXWUvk-3DJHaL_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gxqkX-2F4ATy-2FK1pdpyfcwETB966RMYSNFQU7XzHQPdJoHpm3kinNFfQv7mZEmn6Fjeiyu4ugSYmjLh3uNZ1-2B3JE-2Fhdx-2BmR67k1K4n8h-2BjTmDRYQvkWdWHHpRyvKiX82FcRSb0MNMdGjkQ6-2B7EqEPIT64DNbvuJOpAUPUi0L3O-2FEIOn209DU97-2FdkryxLo9D2upvIal7CT5lSdvAhB5X4tMg0ybsheFRqhaW2Vsw2Ahbx64I0ESfSfwHHtR1QRvP9E6fwNXT20ZiC-2BDvilb25XpZCdJJfcZDC6vRpUxC5BIL7x8cyrUYahp7YfcDJZCv7GAZ3xPjaVNkMmntVjocypX-2BefM12VIFO4QLOlWX3N92RWQ-3D-3D) or connect with us on [Facebook](http://link.mediaoutreach.meltwater.com/ls/click?upn=HDsQsBvd8BdjtXCMRKdB4w-2BHTrM49bPtTWDsAlyFmR-2BW3gheNKKr1C9lTrm7sYD7GLPfJpgEmkSbz6JYFKsIQw-3D-3D8cs4_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gxqkX-2F4ATy-2FK1pdpyfcwETB966RMYSNFQU7XzHQPdJoHpm3kinNFfQv7mZEmn6Fjeiyu4ugSYmjLh3uNZ1-2B3JE-2Fhdx-2BmR67k1K4n8h-2BjTmDRYQvkWdWHHpRyvKiX82FcRSb0MNMdGjkQ6-2B7EqEPIT64DNbvuJOpAUPUi0L3O-2FEIOn209DU97-2FdkryxLo9D2upuNnEzJ66vRJ9dWYMor-2FDE8DbbOrmoXJyd8UbKL2KPLTPAXuSGtbASpCwzgerrc57igtugJT5kZ7FoqDbNlV5sozrWCwORb-2BDKzTij4dxjngueoYtFiw7L6sACAWJybPQlV7RLajNvDChJ1JyyCb38P0iTin5Sf4Lq8ijGbVr2MCQ-3D-3D), [Twitter](http://link.mediaoutreach.meltwater.com/ls/click?upn=HDsQsBvd8BdjtXCMRKdB43F-2B-2FKnS47XeC-2FbElnfyiK5UkKNULtjs84t5hdqDi0-2BqscAL_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gxqkX-2F4ATy-2FK1pdpyfcwETB966RMYSNFQU7XzHQPdJoHpm3kinNFfQv7mZEmn6Fjeiyu4ugSYmjLh3uNZ1-2B3JE-2Fhdx-2BmR67k1K4n8h-2BjTmDRYQvkWdWHHpRyvKiX82FcRSb0MNMdGjkQ6-2B7EqEPIT64DNbvuJOpAUPUi0L3O-2FEIOn209DU97-2FdkryxLo9D2upsj3WPehh1norIOJQvNg0r73bvMfGYkeLZwdx-2BFE8TzaTUtsLDQMo-2BCIVGDcsj3hI0bcpgo0xz6NEp-2F4-2Bvrp-2BZ4WIUMGUyD6PutypFIxVHQ7gAwxb15KaTRqiGg21U1RC6-2BqSz64dQajyWJJ-2B-2FBHG5s01VQBIctmmbGueSLGzh0mw-3D-3D) or [LinkedIn](http://link.mediaoutreach.meltwater.com/ls/click?upn=HDsQsBvd8BdjtXCMRKdB49bOcfC4OnW5oJ6HEznUHEBkhxdxS06xMkCiC5-2FkJGqVVH6uuulMgTq9twcQrOPLv8fA2IwQiDhFvcQNWYlW1o-2F3qsp-2BX9Ore4Y8HqVAk2N8U0QvRf7wGL4Tj-2FNKt2tylA-3D-3Dr_HE_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gxqkX-2F4ATy-2FK1pdpyfcwETB966RMYSNFQU7XzHQPdJoHpm3kinNFfQv7mZEmn6Fjeiyu4ugSYmjLh3uNZ1-2B3JE-2Fhdx-2BmR67k1K4n8h-2BjTmDRYQvkWdWHHpRyvKiX82FcRSb0MNMdGjkQ6-2B7EqEPIT64DNbvuJOpAUPUi0L3O-2FEIOn209DU97-2FdkryxLo9D2uptdSuCRlHnycNcP-2FYqu-2F71R5GgyWg99HfjCjErW9TJCJEuCyvyaRsrvjYptHc4k-2FMkRbdl7utRx-2Fk-2FLIrHu2TNZ7O-2B-2F4h6rtolBtqaOACO-2BOl6sA03n06icPmcyr2wuzo9jOOyxCgUNjuNH3GmM5s14Xru2P-2F-2F6iBbG6qe6vip9Zw-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 throughout the United 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-2FJ768CztvJy9CNLTZs8HSp1TQfUKcgFaPxe53aKx_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gxqkX-2F4ATy-2FK1pdpyfcwETB966RMYSNFQU7XzHQPdJoHpm3kinNFfQv7mZEmn6Fjeiyu4ugSYmjLh3uNZ1-2B3JE-2Fhdx-2BmR67k1K4n8h-2BjTmDRYQvkWdWHHpRyvKiX82FcRSb0MNMdGjkQ6-2B7EqEPIT64DNbvuJOpAUPUi0L3O-2FEIOn209DU97-2FdkryxLo9D2ups9ibZO3tp7-2B-2BxvQPvzBXsVyqLa5q8S1AQ-2B4WcRNlwDiHoXDijy9ls-2F6JJ72xFwxlXI3rG5Mr5TENKYOQxUagpPmpZyf-2FWEgX4LDw-2F7omE4BxmB-2BffAszJEm2UdmabZgQ14Z5LH1-2FOEyE5DnqVYL-2BfZdDfhSljd7Nbm4SgfoYT5CA-3D-3D) or connect with us on [LinkedIn](http://link.mediaoutreach.meltwater.com/ls/click?upn=HDsQsBvd8BdjtXCMRKdB49bOcfC4OnW5oJ6HEznUHEAOtuu4Rkb7fctDQ9Nf9iIaQVHmfbNxGeGNCycY4FcOyQ-3D-3DUfMa_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gxqkX-2F4ATy-2FK1pdpyfcwETB966RMYSNFQU7XzHQPdJoHpm3kinNFfQv7mZEmn6Fjeiyu4ugSYmjLh3uNZ1-2B3JE-2Fhdx-2BmR67k1K4n8h-2BjTmDRYQvkWdWHHpRyvKiX82FcRSb0MNMdGjkQ6-2B7EqEPIT64DNbvuJOpAUPUi0L3O-2FEIOn209DU97-2FdkryxLo9D2uptoJ7Jk22tylVhcRAeB-2F-2F78kbSX47Dn45dLCJ53pm8DJGjosbOLzjIoMzfXnsMoB0hH5ta13uz0aD4VhD-2BD9HlhTSkYkfPHuEd-2BK-2BAa3gNz2PmJFLS-2FTS-2F2-2FakMHx2bqBmYHWDTRn-2FhQQ-2Ft12Yp-2BMcZnh0bNPpHwshsHH4cX8I2Eg-3D-3D).

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