

January 19, 2023

**HomeAdvantage® partners with five new credit unions**

**SCOTTSDALE, AZ –** Five new credit unions — Blue Federal Credit Union, OE Federal, Pacific Service Credit Union, Picatinny Federal Credit Union and We Florida Financial — have partnered with HomeAdvantage® to attract and nurture home-buying members and close more purchase loans. Blue Credit Union is the first Wyoming-based credit union to partner with HomeAdvantage.

HomeAdvantage’s end-to-end real estate program is currently used by more than 125 credit unions and mortgage CUSOs across the country. Through a newly designed implementation process, partners were able to be up and running with the HomeAdvantage program in approximately 30 days!

“It is always exciting to welcome new credit union partners into our program,” said Herb Behrens, CEO of HomeAdvantage. “So many credit union members will benefit from the program in meaningful ways. They will be connected with a vetted real estate agent who will take care of them through the homebuying process and keep them with the credit union for financing. But also, they will earn a significant Cash Reward – a big savings in an expensive purchase.”

The five new credit union partners are:

* **Blue Federal Credit Union** —based in Cheyenne, Wyoming with 117,000 members and 1.84 Million in assets;
* **OE Federal** — based in Livermore, California with 100,000 members and 1.43 Million in assets;
* **Pacific Service Credit Union** — based in Concord, California with 70,000 members and over $1 Billion in assets;
* **Picatinny Federal Credit Union** — based in Dover, New Jersey with 19,000 members and $457 Million in assets;
* **We Florida Financial** — based in Margate, Florida with 56,000 members and $500 Million in assets;

HomeAdvantage’s signature real estate marketing platform features front-end 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. Credit union members can now connect with over 850 certified real estate agents across the U.S. Members also earn cash savings in the form of HomeAdvantage Cash Rewards when they use the program.

**ABOUT HOMEADVANTAGE**

HomeAdvantage provides real estate services that help lenders build their purchase mortgage business while saving their borrowers money when they close on a home. The company’s end-to-end real estate program is currently used by more than 125 credit unions and mortgage CUSOs across the country. Borrowers can use the program to search for homes, research neighborhoods and property values, connect with one of over 850 real estate agents in the 46-state network and save money when they close on a home. When credit union members use an agent in the HomeAdvantage network to buy a home, an impressive 80 percent of those applicants stay with the credit union for financing. On average, members earn $1,900 in Cash Rewards per real estate closing using the program. More than $63 million in Cash Rewards have been given to members during the program’s lifetime. Visit [www.homeadvantage.com](https://click.agilitypr.delivery/ls/click?upn=OdZIwlxoa9eiE7rJGm7k3UpOu6KizVJlumHvRgxTMid-2B5x5Dkr2Vf3wNtaSRVxtd8ECS_IlFA1LK4ATy5gW2pcPH7w0kjAL2ywtoiV66pQ1Gf5gwWwqHinTBdz15oUyJCBcnj305NZgByP1gSbOGQSaOIubNtq8y3-2FASucHAHXwBscY5FCuaHdSXCQrULbYPqMOuzGZJGNubS7fzZNwQwNjwpwxrQSxpq9rZLFRtQU-2BXAvUTO5acaHc3NhUbtqU0d8ZN7paypggPB4YjeZqNZgJ2dt4h1tZQLD35ipIGmA-2BvhIVQxVDbnnNV2gUm7k5TTnGTB82axFt8Hg97qW-2Fg1e-2F7a4KhGmG5wioNsKn7UNNFZuT-2FFR4R0zYVPTTAPWJOkB7ISAhbIm6zEzMlQ2QATdFtoVG2yp-2B8ZmFXHlunW4soJOaBSL4je5A63un95FGSNcqcbOi2zsbpYbhqCIXe4XP44gMttMFMukzzL0I2NK3Tbpvw-3D) to learn more.

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