**NEWS RELEASE**

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**FINAL: FOR IMMEDIATE RELEASE**

**Coastal Credit Union’s Daymark Realty Reaches**

**Five Million Dollar Savings Milestone**

**RALEIGH, N.C. (June 20, 2024) –** Coastal Credit Union’s real estate subsidiary, [**Daymark Realty**](http://daymarkrealty.com/), reached another milestone this month, having saved Coastal members more than $5 million in real estate fees since the service launched in 2007. Savings are calculated as the difference between the listing fees that members pay versus typical fees in the market.

“We save the average seller over $7,800 in fees, and members who use a Daymark Realtor® to buy a home also receive a $500 cash rebate at closing,” said Louis Guillama, VP of Real Estate Operations. He added, “We call that the *Daymark Advantage.* We provide credit union members with an experienced Realtor®, offering comprehensive services, at a significantly lower price. Add in the rebate for also buying through us, and it becomes a tremendous member benefit.”

Even as rules around buyer broker compensation are set to change later this summer, Daymark is poised to remain competitive.

“For 17 years, we’ve proven repeatedly that Realtors® can offer very competitive commissions and still be successful,” said Guillama. “Where it’s taken controversy and lawsuits at the national level to bring about pricing changes in the industry, we’ve been here doing the right thing from the very beginning.”

Daymark offers members an experienced agent and full-service real estate brokerage for a member-exclusive listing fee of just 4.5%, compared to the 6%, or more, charged by many brokers. Non-members can also use Daymark and pay only 5%, saving 1% from traditional brokers.

**About Daymark Realty:**

[Daymark Realty](http://daymarkrealty.com/) is a full-service real estate company, wholly-owned by Coastal Credit Union. Daymark is a member of the Triangle Multiple Listing Service (MLS), Rocky Mount Area Association of Realtors® and North Carolina Regional MLS. Every Daymark Realtor® is a member of the National Association of Realtors®, North Carolina Association of Realtors®, and Raleigh Regional Association of Realtors®.

**About Coastal**

Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967, with the mission of fostering the credit union philosophy of “people helping people.”  Today, with $5.15 billion in assets, Coastal serves 332,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina. Coastal operates 24 locations in central North Carolina and serves members in all 50 states through a network of 5,600 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at [www.COASTAL24.com](http://www.coastal24.com/). For more Coastal news, visit our [online newsroom](https://www.coastal24.com/Why-Coastal/Inside-Coastal/Newsroom).

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