

HELOC



CASE STUDY

050711-022



Reached **278%** over goal
that resulted in over
\$6 million in new loans.

INDUSTRY Credit union.

OBJECTIVE To increase HELOC loans (*Home Equity Line of Credit*).

TIME FRAME 90 days.

OFFER Members were offered a fabulous 3-day/2-night Fun Advantage™ vacation package with a home equity line of credit from \$10,000 to \$75,000.

RESULTS The original projections indicated the promotion would bring in 60 new home equity loans. Ultimately, 302 applications were received with 227 Home Equity Lines of Credit being closed to reach 278% over goal! This resulted in over six million dollars (\$6,745,415) in new loan business.

NEXT ACTION Plan another successful promotion using Motivation Advantage vacation incentives.