

# HELOC

## CASE STUDY

050711-025



The promotion exceeded the mark  
and generated lines of  
**\$2.5 million.**

**INDUSTRY** Credit Union.

**OBJECTIVE** Increase HELOC (*Home Equity Line of Credit*) loans by 50 new loans with lines of \$1.5 million.

**TIME FRAME** 1st quarter.

**OFFER** Members were offered a fabulous 4-day/3-night Vacation Advantage™ package by opening a new line of credit or fixed line of credit over \$30,000.

**COMMUNICATION** The credit union ran the campaign with tri-fold mailers, statement stuffers, web site postings and posters.

**RESULTS** The promotion exceeded the mark and generated 58 new loans with lines of \$2.5 million. Expectations were surpassed by \$1 million.

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