

# Lenders Protection

THE SMARTER WAY TO DRIVE AUTO LOANS

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These folks are experts at auto lending and function more as consultants and true business partners than simply a vendor. I would give Lenders Protection a 10 out of 10 for how easy it was to get started, installed and trained!”

Wendy Anderson, SVP of Consumer Lending



MAX Credit Union is \$1.3 billion in assets and growing. They are a full service financial institution founded in 1955, that offers a variety of financial products to help their members achieve financial success.

## NEED

MAX wanted to capture more vehicle loans from their existing loan application flow to serve more of their members with challenged credit.

## SOLUTION

MAX signed up with the Lenders Protection program after attending the Lenders Protection annual conference in Austin, Texas. Since they signed, they have been able to approve and safely fund more vehicle loans via the direct channel while serving more credit-challenged members. The program implementation was very easy with just five 1-hour meetings reviewing MAX's rates, terms, and then they were up and running.

## RESULTS

MAX is earning 3 to 5 times the net yield of their prime auto loan portfolio, without any additional risk.