



# ENDER SPOTLIGHT

# FEDERAL CREDIT UNIO

www.desertvalleys.org



# **LENDER PROFILE**

**Total Assets:** 

\$30 M

**Areas Served:** 

Mojave Desert Region

Members:

4.300

Established:

1946

# PEOPLE HELPING PEOPLE

The credit union philosophy carries through everything Desert Valleys does.



\$30,000

donated in support of community organizations in 2015.



# A WINDOW TO OPPORTUNITY

Ask Eric Bruen what opportunity he first saw in the REEL program and he'll tell you - windows. "There is so much opportunity in the desert where there are older homes and *not* a lot of energy efficiency."



# **MEMBERS NOTICE UNIQUENESS**

"We're not your typical credit union with an insulated approach to the world. The idea of being one of the new lenders for a product and helping to get it pointed in the right direction was enticing."





# PROMOTING THE REEL PROGRAM

Desert Valleys has been active and innovative promoting REEL loans. Word of mouth is the "holy grail" and they're looking for repeated exposure though a multi-channel approach.



#### Out of Home

Local cinema ads, radio, in the branch



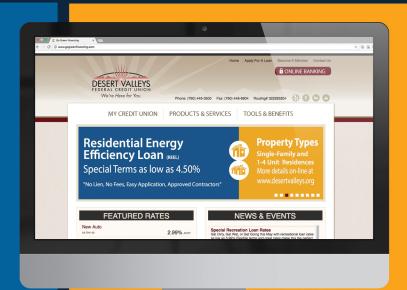
#### Web

Featured on website and social media



#### Print

Brochures, postcard mailer to existing members





### **PART OF SOMETHING BIG**

"Joining the CHEEF was a no-brainer. It's good for our members, the environment and our community."

Eric Bruen
President/ CEO

# **JOINING A STATEWIDE PARTNERSHIP CONTRACTORS** demand for energy improvement projects. They're the boots on the **LENDERS** Participating lenders originate competitive energy efficiency loans that help homeowners move forward with energy projects. **GREENING CALIFORNIA** ONE HOME AT A TIME The efforts of Desert Valleys Federal Credit Union are backed up by a broader statewide partnership Together, the CHEEF REEL and its statewide partners help drive demand for energy financing across the Golden State **COMMUNITY PARTNERS STATE PARTNERS** efficiency and opportunities for finacing. The CHEEF is a public-private partnership among state agencies utilities, lenders, contractors, and

#### WWW.THECHEEF.COM

To learn more about Desert Valleys Federal Credit Union and available REEL loans, visit www.desertvalleys.org