



## **CU Direct Connect Protects Credit Unions When Dealers Sign Up New Members**

**Denver, CO, June 1, 2005** – CU Direct Connect has announced the release of CU Sign Up, a web-based online credit union membership tool that enables dealers to enroll members at the point of sale. This stand alone tool provides protection to the credit union by ensuring current credit union members stay with their own credit union, validating eligibility to join a credit union, and performing fraud and OFAC checks at the time of enrollment.

The process and software for this tool were designed by CU Direct Connect to do everything possible to ensure members stay with their credit union. Dealers can verify membership against a credit union's membership base. Validating credit union eligibility is also a streamlined process involving parameters specifically defined by the credit union. With the use of technology, fraud detection elements screen every new applicant to protect against consumer fraud and identity theft. These credit union controlled processes are unique and innovative features that set CU Direct Connect's offerings apart.

If the customer is eligible for credit union membership, they receive a customizable informational page which gives them valuable information about their new credit union, such as the availability of other credit union products and services. First payment requirements and branch locations are also highlighted to help eliminate first payment defaults. This communication feature will not only help build new member loyalty but also provide targeted cross-selling opportunities for the credit unions.

To obtain information on this secure stand alone tool or to learn more about CU Direct Connect's other products and services to enhance indirect lending, visit [www.cudirectconnect.com](http://www.cudirectconnect.com).