

Section 1031 Exchanges:

Expand Your Services;

Increase Your Membership



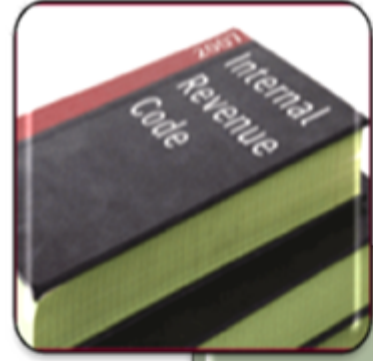
Panelists:

- **Bill Swayne – Moderator**
 - Chairman, Co-Founder of CU Advisory Services, LLC
- **Peter Byford**
 - President, CU Exchange, LLC
- **Joe Spagnoli**
 - CEO, Co-Founder CU Advisory Services, LLC
- **Todd Lindemann**
 - AVP Electronic and Card Services, Mountain America Credit Union
- **Paul Parrish**
 - Executive VP, CFO Nevada Federal Credit Union & Chairman of Member Gateways

CU Advisory Services - Who are we....

- **A professional service and education firm**
- **Joint Venture between; Accredited Solution, LLC, a national financial planning, brokerage¹ and educational company and CU Exchange, LLC, a qualified intermediary**
- **The principals of CU Exchange, LLC have been at the forefront of the accommodator industry and enjoy an impeccable reputation.**
- **CU Exchange, LLC is set up as an independent third party advisor to serve as the qualified intermediary for all credit union member 1031 exchanges.**
- **CU Exchange, LLC assumes all liability and is fully bonded and insured while utilizing participating credit unions of members to establish exchange accounts**

¹ Securities offered through Pacific West Securities, Inc. Member FINRA, SIPC



I.R.C. §1031

- “No gain or loss shall be recognized on the exchange of property held for productive use in a trade or business or for investment, if such property is exchanged solely for property of Like-Kind, held either for productive use in a trade or business or for investment.”

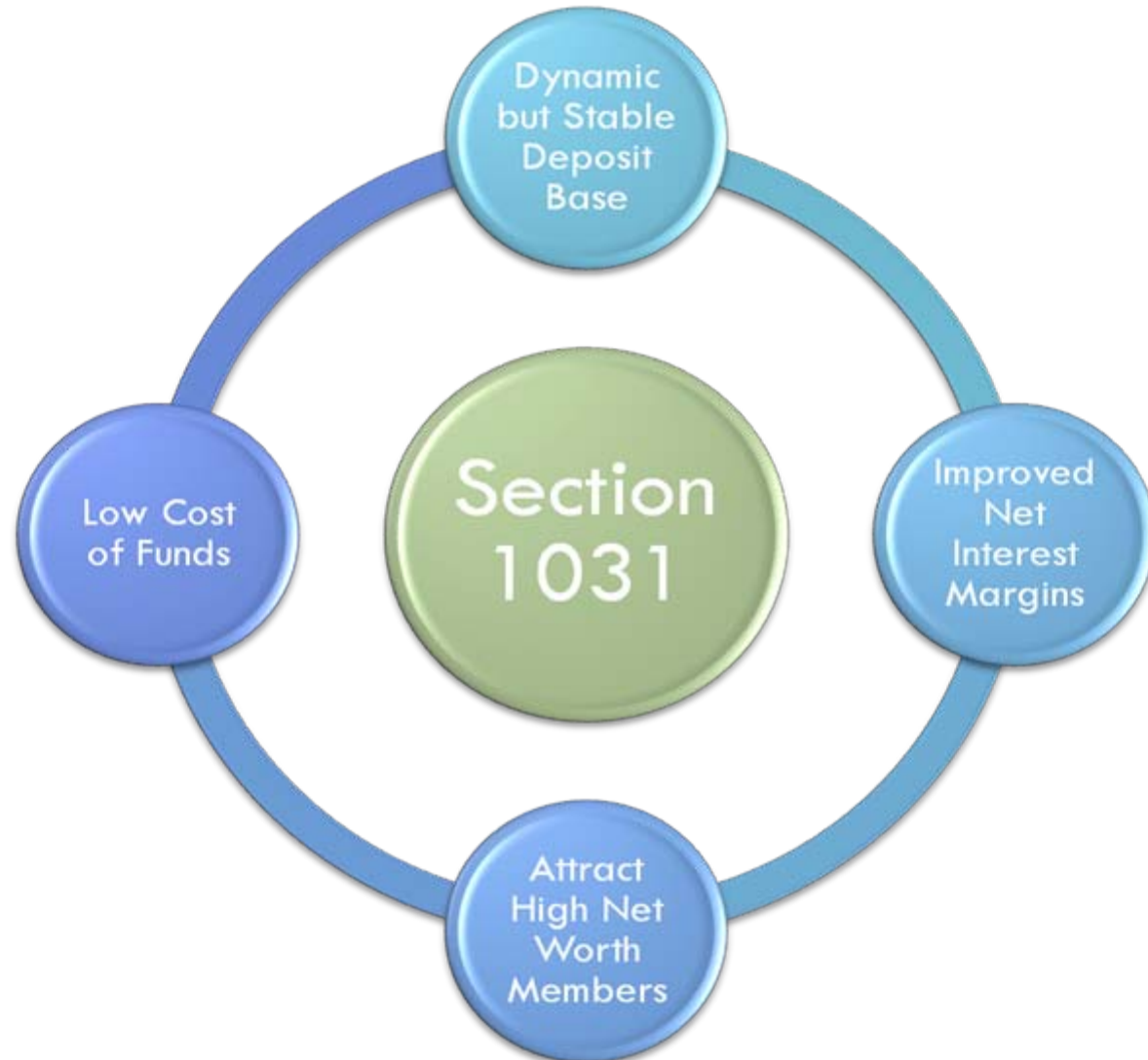
Helping Members save money and taxes

- **Members are already doing exchanges**
 - 1031 exchanges are happening every day by your members you just may not know it.
- **Members are paying for this service because they have too..**
 - Your members are paying between \$600 and \$1,200 per exchange because that is the price that is being charged to save 15 to 25% on capital gains

Opportunities Confronting Credit Unions



Benefits of an Effective 1031 Program

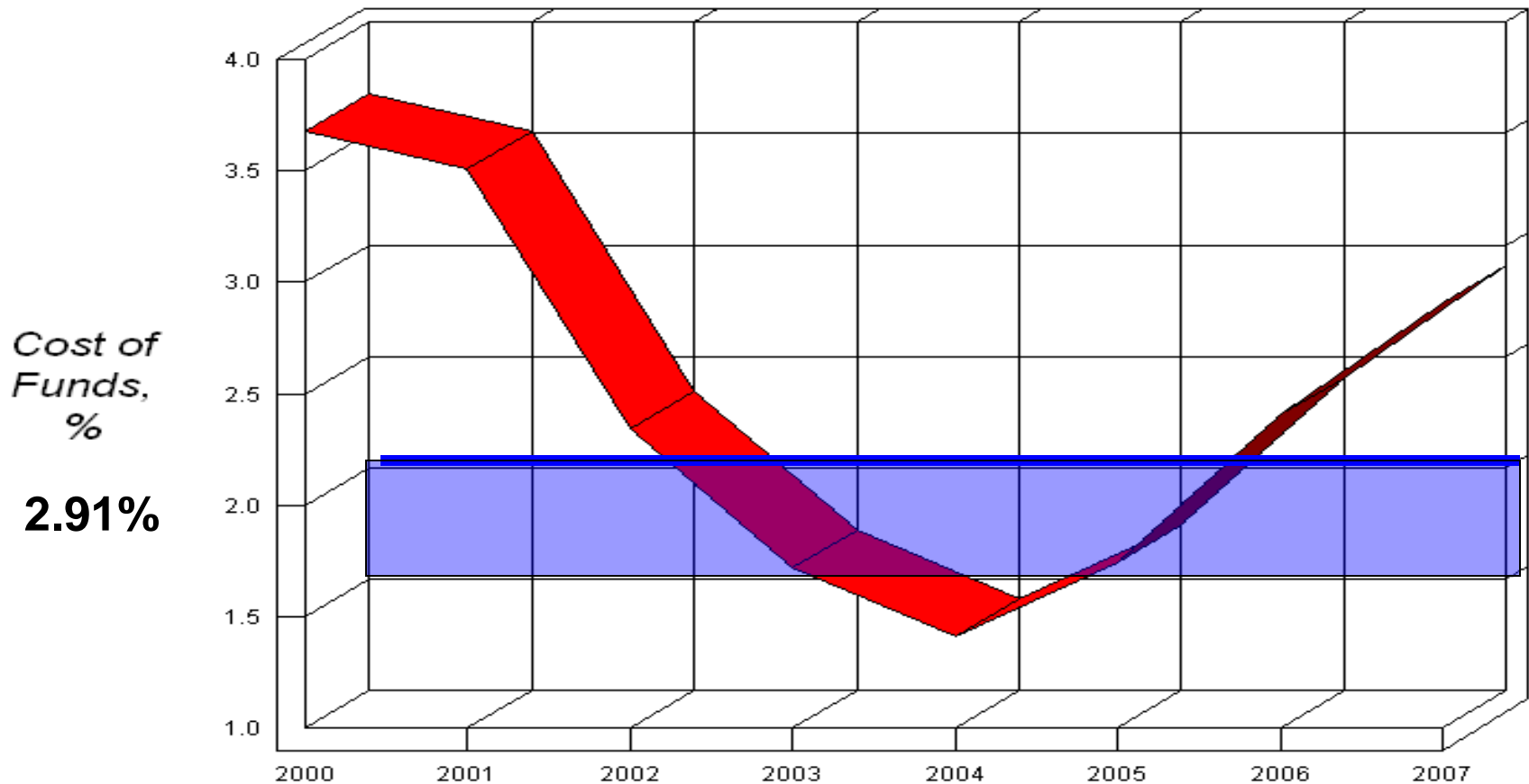


CU Advisory Services and CU Exchange Provide Credit Unions with a SOLUTION!

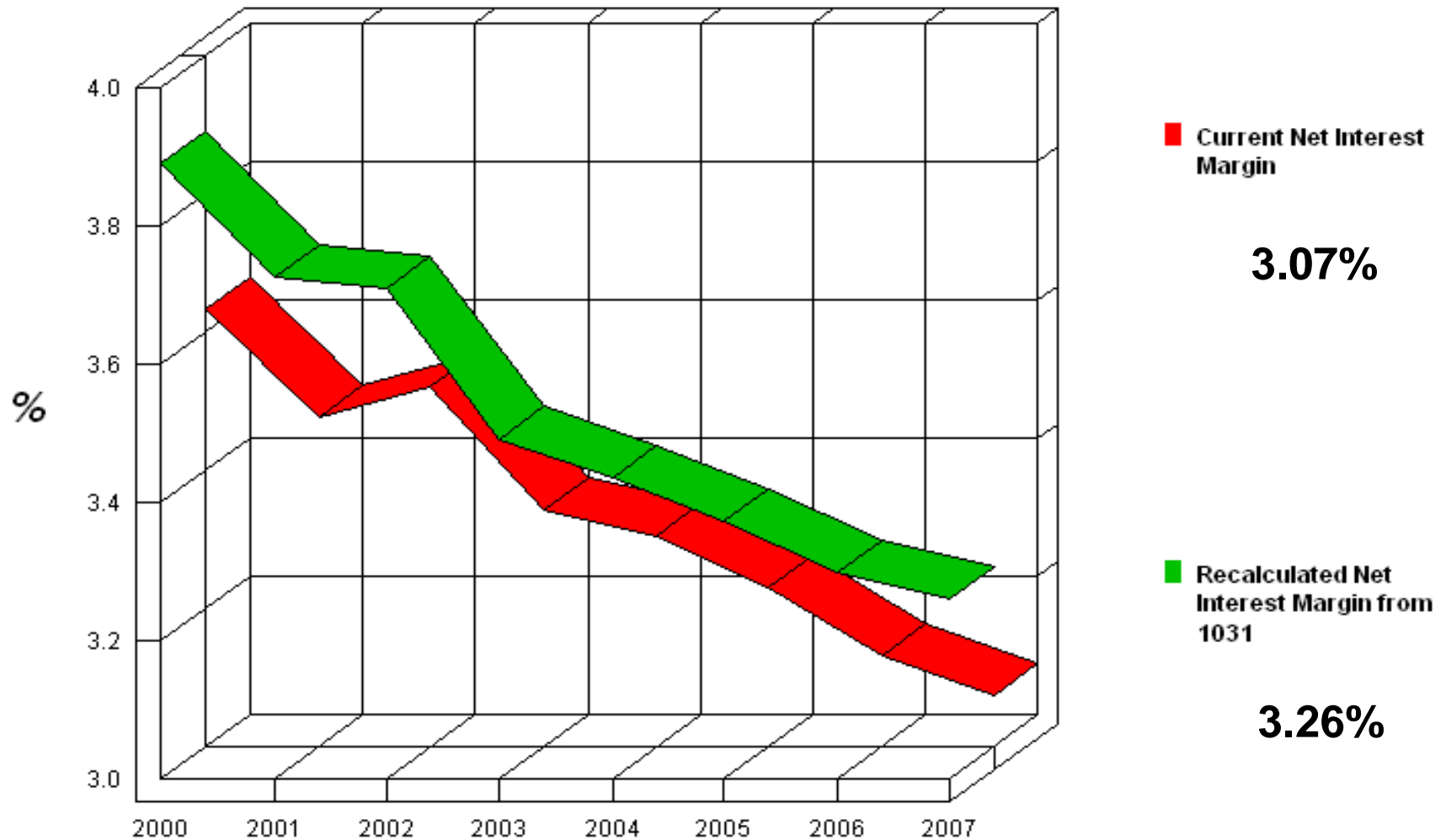
- Turnkey No Cost 1031sm solution for their members
- Opportunity to grow member base
- Opportunity to increase deposits
- Lower credit union cost of funds
- Increase credit union net interest margin
- Access to wealthy members
- 1031 Targeting the Affluent but everyone uses it!
- Using your Field of Membership to grow
- Expand your Services, not your Infrastructure...

Issues facing Credit Unions today

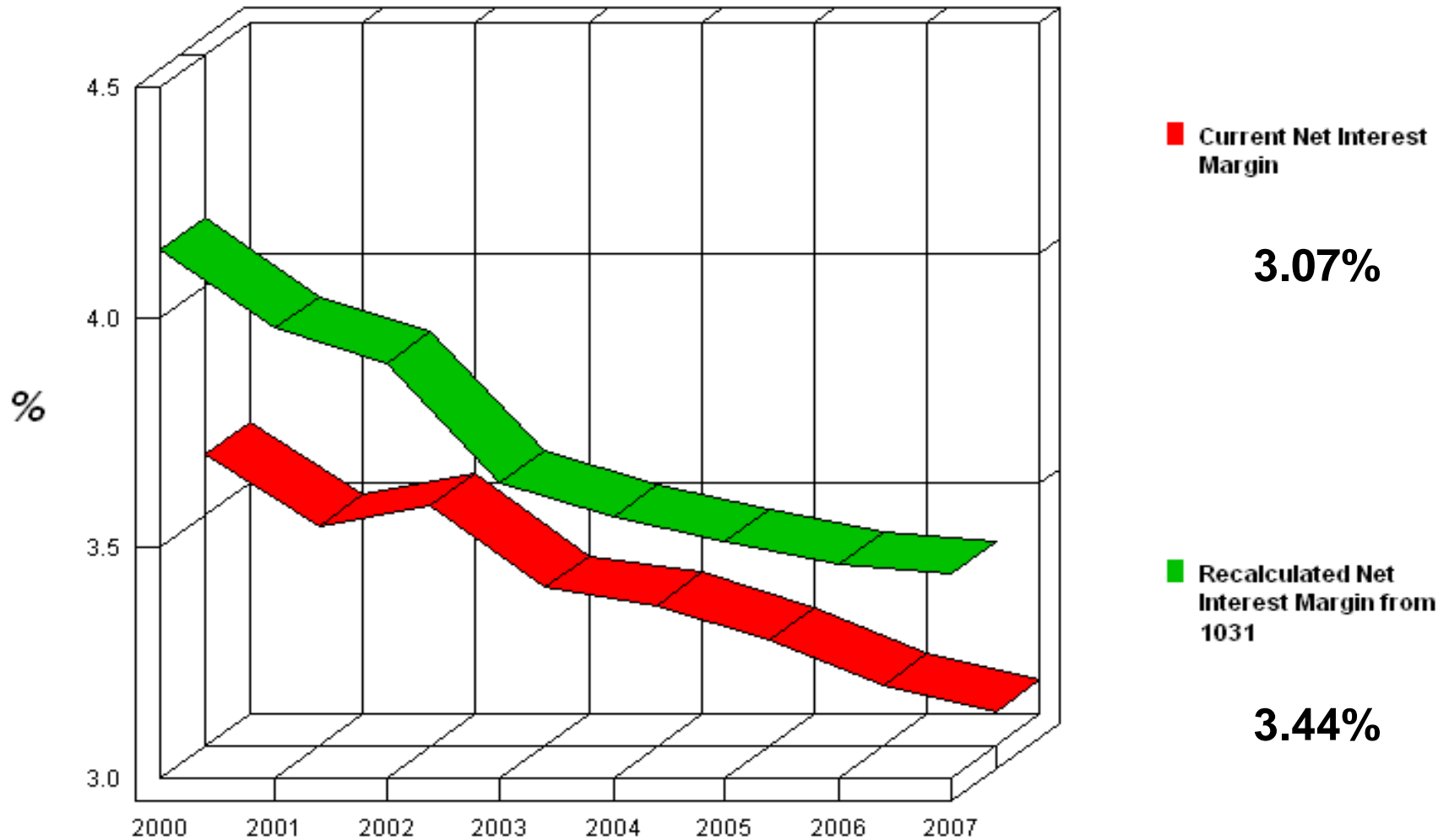
Historical Cost of Funds (NACUSO Attendees)



Value of 1031 Exchange Program - NACUSO Attendees - 5% Share Growth



Value of 1031 Exchange Program - NACUSO Attendees - 10% Share Growth



File 13 Study: CU 1031

I3 Initiative

- Mission
- Details

CU 1031

- Initial Concept for Exchange Services
- Response from the Industry

Industry Barriers

- Regulatory Approval
- Significant Education for Successful Campaign
- Focus on Mass Appeal Products and Programs

Geographic Case Study



Greenville, SC

Community Information

- Upstate South Carolina
- Greenville
- Spartanburg
- Anderson
- I-85 Corridor between Atlanta, GA and Charlotte, NC

Total Population:	1,103,500
Pop. Over 65:	135,660
Pop. 19-64:	695,000

Median Income:	\$37,000
Poverty level	15%
Home Ownership:	50%
Home FMV:	\$95,000

Expand Your Services, Not Your Infrastructure!



Exchange Services

- Full document preparation
- Coordination of each closing
- Assist in structuring complex exchanges



Marketing

- Co-branded marketing material
- Participation in local professional organizations
- Available for direct client meetings



Education

- On-line training program for all Credit Union personnel
- Live roll-out training of program
- Member education seminars

Thank you for your participation today

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