

## Case Study: Royal Credit Union, a market-leader in business banking, utilizes ModernFi to provide accounts with extended NCUA insurance to grow their business deposits



### Royal at a Glance

- Headquartered in Eau Claire, WI
- Over \$5 billion in assets
- 300,000+ members
- > \$1 billion in business deposits



“Everybody’s running to find a resource to get some level of NCUA coverage on deposits so finding ModernFi was literally a gift. We’re very fortunate to stumble across [ModernFi], and you’ve been very helpful for us as we look to extend coverage to our depositors here at Royal.”  
- Mickey Noone, VP of Business Lending

**Need:** Deposit growth has not kept up with loan growth

**Solution:** With ModernFi, Royal can offer accounts with \$5mm+ of NCUA insurance to attract and retain large business accounts

**Results:** Extended insurance has proven to be an extremely strong, non-rate value proposition to power growth