



# CASE STUDY

FEATURED CASE STUDY PARTNER



## Affinity Plus Federal Credit Union

St. Paul, MN  
Corey Rupp,  
Senior Vice President, Lending

**Affinity Plus Federal Credit Union, serving communities throughout Minnesota since 1930, is the seventh-largest financial institution in the state, with 28 branch locations, 200,000 members, and over \$2 billion in assets. In operation for almost 90 years, Affinity Plus provides a full suite of consumer and business banking products and has implemented the latest technology so members have access to products and services that offer the utmost convenience, security, and enjoyment in managing their money. Visit them at [www.affinityplus.org](http://www.affinityplus.org).**



## The Most Detailed Tracking for the Greatest Peace of Mind

A decade ago, St. Paul-based Affinity Plus FCU was going through a period of rapid growth and change. The credit union was heavily invested in external advertising to attract new members and offered aggressive loan and savings rates, nearly reaching an 18% loan growth rate by the end of 2011. Also during this time, Affinity Plus had discontinued its CPI program to save money and reduce member feedback by self-insuring — and then, when self-insuring later ended up being problematic, by taking out a blanket policy.

However, as several years passed, the credit union's loan tracking became more and more imprecise and incomplete, and worries emerged about whether their loan portfolio was being adequately protected.

“We weren't doing a very good job of tracking, we didn't know what was insured and what wasn't, and we didn't really know exactly what we had in our portfolio,”  
said Senior VP of Lending Corey Rupp.

When leadership changed in 2013, the new CEO, Dave Larson, realized that self-insurance and blanket coverage were too risky and that the credit union needed to regain tighter control. Leadership was also being urged by regulators to consider CPI coverage again. It wasn't only financial reasons that led to this realization; concern about the reputational risk that could come from a less-than-tight program was another factor. “We've got to know what we have in our portfolio,” said Rupp, “We can't just pray they have insurance, we have to take the responsibility to figure out what we've got.”



Another factor was living up to Affinity Plus’s mission and values. One of Larson’s priorities as the new CEO was for all aspects of the institution to follow Affinity Plus’s three core values: Care, Integrity, and Excellence. Establishing a more robust insurance tracking capability to ensure utmost accuracy for their members was a big part of re-establishing operational excellence when it came to covering their loan portfolio and caring for their members.

“When we made the decision to pursue CPI again, it led us to looking at different providers — and between the people, the service, the technology, the product, and the answers we got when we went out into the industry to do reference checks — State National just rose to the top,” said Rupp.

“Probably the biggest thing we appreciate about State National are the people that we’ve worked with — they’re just class acts all around,” said Rupp. “As an organization that strives to live by our core values of care, excellence, and integrity — it’s easy to align with other organizations, like State National, that do things the right way.”



Rupp appreciates how State National's team always looks out for Affinity Plus's best interests. "They are honest and they really get to know our business. I don't have to worry about being sold on something that's good for State National but not really good for Affinity Plus. They understand our priorities, they know how we operate, and we can trust the recommendations that they make."

**"Everyone at State National has always been very up front and honest. That's the same no matter who we're working with there."**

In addition to the excellent service, another benefit that made State National stand out was the updated tracking technology. Between the automations gained from integration with the Symitar core processor, email notifications to members, and the overall efficiency of the InsurTrak platform, Rupp says the technology is even better than he expected. "I expected more manual processes, but actually the program just kind of runs itself, which is great."

After putting a pause on their tracking for several years, Affinity Plus expected some member feedback when CPI was re-implemented, since they had quite a few members without insurance who started getting notices. According to Rupp, "We heard a decent amount of feedback at first. But State National did a great job of setting expectations about how it was going to go. We

worked through the backlog for about a year before arriving at a 'new normal,' and since then it has been great — it's not a pain point anymore, and we rarely hear from upset members."

"Now we can worry about doing loans, doing the things we're good at, versus the stuff that's not fun on this end. That has been a huge benefit for us. We can do more of what we do and move on to help the next member that's in need."

**"Our clients' goal is to protect their members, their financial interests, and their reputation. Our proprietary technology, intense focus on compliance, and comprehensive service make sure we are helping them achieve that goal every day."**

Loren Shelton  
Vice President of Insurance Solutions  
State National

**"I just don't think anybody else out there can compete with what State National has as far as the product, the technology and innovation, and how many things are automated."**

Corey Rupp,  
Senior Vice President, Lending, Affinity Plus Federal Credit Union

“Everyone at State National has always been **great and very up front and honest**. It’s just the same no matter who we’re working with there.”

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Senior Vice President, Lending, Affinity Plus Federal Credit Union

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