

Why Should Credit Unions Do Business with a CUSO?

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The Top 3 Reasons to Partner with a CUSO (credit union service organization)

CUSOs, like other third-party vendors, provide various products and services to credit unions, but with some very important differences.

1) Shared Values and Mission

Because CUSOs are established and owned by credit unions, they share the same values and mission of serving the financial needs of their members. They are committed to helping credit unions like yours succeed.

2) Partnership and Collaboration

CUSOs are committed to the success and growth of credit unions they partner with. They are eager to collaborate on projects to help you achieve your goals.

3) Built for Credit Union Success

The very survival of a CUSO depends on the success of the credit unions they serve. CUSOs are completely committed to the future of the credit union movement. It is their reason for being.

Go with a CUSO

Take a moment to evaluate your credit union's vendor relationships and see if their commitment includes the entire credit union industry. When you go with a CUSO, you won't have to think twice.

Foresight Group is a CUSO committed to empowering credit unions with innovative solutions for print, mail, promotional items, signage, and more. For more information visit <https://www.foresightgroup.net/credit-union-marketing/>


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