

# Why credit unions are a perfect fit for millennials

With an aging consumer base, credit unions feel the urgency to engage with a new audience. But you're not alone — all financial institutions are eyeing millennials as a way to grow their consumer base. However, none are so uniquely positioned to create meaningful relationships and products for this generation as credit unions.

## Consider these irrefutable advantages:



With only 24 percent of millennials having a basic understanding of financial products like mortgages or investments, research shows they're by far the least educated on personal finance. This generation is skeptical of large banks, leaving a gap for credit unions to fill with their reputation as honest and transparent financial institutions.



Millennials value experiences over assets, and many are focused on their next travel destination. Credit unions are agile enough to create products that deliver on millennials' wants and needs and help them reach their personal and financial goals sooner.



Emerging generations grew up in a world where the internet was a standard part of their life — they're accustomed to digital relationships with brands. Credit unions can leverage online channels to create an authentic brand that speaks to millennials at a lower cost.

Some credit unions and financial institutions are realizing these advantages and finding success. Our eBook features case studies and examples that you can use to create your business strategy.

Building your strategy starts now.  
**Sign up today to access our eBook.**

