



HYLS CASE STUDY

800.937.4249 | www.rexcuadvice.com

“HYLS is a great tool for our loan officers to make more informed loan decisions and to help even more of our members fulfill their financial dreams. The story about Ken is a fantastic testimonial as to how powerful incorporating HYLS, along with Rex’s lending philosophy as taught in his University of Lending, can be for your credit union to make a difference in more of your members’ lives.”

Lisa Lindsey
CEO of Gulf Coast Community FCU

“Since the launch of HYLS, over 22,000 applications have been calculated and over 200 credit unions have run loans through. Based on the feedback we received, we believe HYLS will become the #1 underwriting guide in the financial industry. Everywhere we have demonstrated HYLS, the feedback has been extremely positive.”

Rex Johnson, HYLS Founder
CEO of LSCI

We have some great success stories with HYLS but none more touching than that of Ken, a longtime member who we’d recently turned down for a loan. Ken has been working at his current job for over ten years and has, for a long time, had part of his paycheck direct deposited with us each pay period. Some time ago he married his longtime fiancé and for the last two and a half years he has helped her fight terminal cancer that finally claimed her life in February of this year. During her long illness Ken not only paid his own bills but her bills as well since she was unable to work for almost three years. By his own admission there were times when he “borrowed from Peter to pay Paul,” but Ken took his (and her) responsibilities seriously, including caring for her 14-year-old son that now lives with him instead of the boy’s real father.

Ken had a \$7,000 personal loan with us and had applied for an additional \$20,000 unsecured to help him consolidate some debts following his wife’s death, but with a credit score of 621 and both high unsecured debt and a high debt to asset ratio, we denied his request. Fortunately, that was right before our training with Ed Swanson! During the training, we pulled Ken’s loan in a group of recent denials. Ken’s positive factors were his excellent payment history, longtime membership, longtime job tenure, direct deposit, and number of years at the same address. His adjusted score using the HYLS was 701! Looking at the loan with new eyes, we were able to build Ken’s loan the right way, securing it with available collateral and spelling everything out in a Letter of Understanding.

The loan we approved for Ken saved him over \$360 per month and enabled him to begin putting \$100 per month in a high interest “Wealth Builder” savings account, which is an important part of our philosophy of strengthening the member’s financial situation. He opened a checking account with us and moved his entire direct deposit to the Credit Union. We are glad we were able to do the right thing for a faithful member who has proven his commitment to repaying any and all debts. Overwhelmed with gratitude Ken made a special effort to personally thank our CEO, and promised that he will pay back his loan with us exactly as agreed. As our Loan Officer said, we made a real difference in the life of a very loyal member, and making a difference is what our credit union’s philosophy is all about.

Debbie Pidek
Gulf Coast Community Federal Credit Union