

Turning Get My Rate Into a Lending Growth Engine

One Nevada Credit Union has turned Get My Rate into its single biggest driver of new member lending growth. Nearly 80% of applications now come from non-members, proof this isn't just making things easier for people who were already going to apply, it's bringing new members to the credit union as well. That same frictionless experience is also helping One Nevada compete with the largest banks and fintechs, without adding another vendor to an already complex tech stack.

AT A GLANCE

\$3.64M

Get My Rate influenced loans in the last 12 months

~80%

of applications from non-members

1/3

auto loan volume comes from Get My Rate

ABOUT ONE NEVADA CU

62,000

digital banking users

\$1.5B

in assets

February 2017

launched SavvyMoney

OPPORTUNITY

One Nevada's goal was simple to state, but harder to deliver: give borrowers a lending experience that felt as fast and frictionless as the fintechs and large banks they were competing against. The credit union had been evaluating outside lending platforms to solve that friction, but rather than bring in a new vendor and add complexity, they looked at what they already had with SavvyMoney and asked how far they could take it.

One Nevada has steadily grown its SavvyMoney relationship since launching in 2017, moving from Credit Score Classic to InstantAccess, and adding Loan App and Pre-Approval Marketing, in addition to Get My Rate. The credit union was among the very first partners to adopt Get My Rate, giving them a longer runway than most to refine how deeply the tool is woven into their lending strategy.

SOLUTION

Get My Rate is now One Nevada's primary loan application channel, embedded directly on their website and pointed to by a genuinely omnichannel mix of paid social, search, remarketing, traditional TV, and OTT and YouTube placements, often through a simple QR code. Members and non-members alike can see what they may qualify for without a hard credit inquiry, a process Mo Nemati, SVP of Lending, says allows One Nevada to compete directly with the largest institutions in the market on experience alone.

Get My Rate gave us increased funding volume, with almost a third of our auto lending now coming through it. It's brought us new member acquisition. And most importantly, it's given us a way to compete with the largest institutions out there, on experience.

Mo Nemati, SVP Lending

That same experience is also making One Nevada's lending operation more efficient. Get My Rate screens out applicants who are unlikely to qualify before they ever reach underwriting, cutting down on unnecessary credit pulls and freeing up underwriter time for the applications most likely to close, a meaningful efficiency gain on top of the growth story.

Much of that lending activity centers on vehicle loans, with refinances leading the way, a sign that Get My Rate isn't just capturing new to credit union borrowers, it's winning back loans members may have taken elsewhere.

Why One Nevada Went All In

Rather than layering on a separate lending platform, One Nevada chose to deepen its investment in a tool it already had. That decision let the credit union move fast, avoid added vendor complexity, and turn an existing relationship into their single biggest driver of new member growth.

IMPACT

Roughly 80% of Get My Rate applications now come from non-members, one of the clearest signals that the tool isn't simply a convenience for people who were already going to apply, it's an acquisition engine bringing new members into the credit union altogether.

That growth is accelerating. Of the \$7.25M in Get My Rate influenced loans funded since launch, \$3.64M, nearly half, funded in just the past year alone. Auto lending is leading the way, with nearly a third of One Nevada's auto lending volume now running through Get My Rate.

Beyond the numbers, One Nevada's team has seen a real shift in how the tool is perceived internally. Frontline staff who tested Get My Rate themselves reported not one negative comment, a notable outcome for a credit union that had grown used to a far clunkier legacy application process. Non-members who come in through Get My Rate are also returning for other products, drawn back in by an experience they already trust.

Looking ahead, One Nevada has set its sights on tripling its monthly Get My Rate application volume, and is working to integrate that data into its CRM and data warehouse so the credit union can automate follow-up and marketing to the non-member leads it has already amassed.

