

What Does It Do?

What is CO-OP Shared Branch?

CO-OP Shared Branch allows credit unions to cooperate to provide members with thousands of locations at which they can conduct a variety of transactions similar to their home credit union. Currently, CO-OP Shared Branch is the nation's third largest financial-institution branch network, and the only one with locations in all 50 states. With 5,400 branch locations, your members are guaranteed the convenience and accessibility they desire.

How will CO-OP Shared Branch benefit credit unions?

CO-OP Shared Branch frees your credit union from the expense of building and supporting additional brick-and-mortar branches, while providing a vital channel that deepens relationships, enhances revenue and builds member loyalty.

- You can generate income and show your cooperative spirit by adding your own branches to the network.
- You gain a network of branches with the consistency members look for and depend on.
- You can moderate the impact of changing economic conditions, because network costs are distributed across 1,800 participating institutions.
- You can apply money you might have invested in new locations to expanding the variety and diversity of access points that connect members to your credit union.
- Growth potential through the deeper, more loyal relationships with your most valuable members that make households using shared branching 12 times more profitable than those who don't.
- Continuing innovation to give your members the leading-edge convenience they expect.

What is the advantage of CO-OP Shared Branch?

CO-OP Shared Branch offers the convenience of widespread branch access and greater person-to-person contact. With CO-OP Shared Branch, you can compete with the big banks and their large national branch networks without making a big investment in brick and mortar. CO-OP Shared Branch is the most cost-efficient way to extend your reach and provide personalized experiences for your members.

How will credit union members benefit from CO-OP Shared Branch?

- Convenient access to more than 5,000 branches and hundreds of self-service locations nationwide. Your members are ensured that they will have access to your credit union wherever they are.
- The security of in-person transactions—especially important to certain demographics and for more intricate banking needs when web or mobile-based account access is not preferred or possible.
- A wide variety of transactions such as deposits, withdrawals, transfers, account inquiries, loan payments and much more.
- Saturday operations at many locations, with extended hours your branches may not offer.



How Does It Work?

What do my members need to visit a participating shared branch location?

Your members only need to provide:

- Photo identification
- Credit union name
- Account/Member number

What types of services can my members get at participating shared branch locations?

Here are just a few of the services available at participating shared branch locations:

- Deposits
- Withdrawals
- Transfers between accounts
- Purchase money orders, travelers checks, gift cards and official checks
- Fast cash
- Loan payments
- Cash Advance
- Check Balance
- Account History

Can we participate as acquirer or issuer only?

All participating credit unions must act as both an issuer and an acquirer. As an acquirer you can choose to have one, some or all of your branches perform guest member transactions or you can provide access through an approved self-service device. Credit unions should take the necessary steps to determine what the appropriate level of participation is for their individual circumstances regarding service to guest members.

Participating as both an issuer and an acquirer highlights the cooperative nature of credit unions. But that's not all. Data and statistics gathered from a study done in conjunction with Callahan & Associates prove that there are clear benefits to shared branching participation. As an issuer, members experience much greater levels of convenience and thus are more loyal and profitable members. Participating as an acquirer brings additional opportunities for enhancing financial performance because acquirers have the ability to offset issuer costs and generate revenue by completing transactions for guest members.

How can my members find CO-OP Shared Branch locations?

There are many convenient ways to find shared branch locations.

- Visit co-opsharedbranch.org to search
- Download CO-OP Shared Branch mobile app
- Call 1-888-SITE-CO-OP
- Look for the CO-OP Shared Branch logo

How Do We Get Started?

How can we sign up?

Call 800.782.9042 option 2 or send an email to sales@CO-OPfs.org.

