



Advisory Service That Accelerates Success
Questions? Answers. Challenges? Solutions.



Why Choose Catalyst Strategic Solutions' Advisory Service?

The Catalyst Strategic Solutions' Advisory Service is an SEC-registered, comprehensive program of balance sheet consultation, portfolio management and integrated ALM guidance provided by experienced industry professionals. Through strategic and customized guidance, credit unions are positioned to efficiently maneuver through various economic and interest rate environments. For over 25 years, the Advisory Service has helped credit unions create specific plans to address long-term liquidity, effective returns, and protect earnings streams and equity capital.

Catalyst Strategic Solutions works only with credit unions, and as a cooperative, returns all profits directly or indirectly to credit unions.

The Advisory Service helps credit unions create specific plans to address long-term liquidity, effective returns and protection of earnings streams and equity capital.

The Advisory Service provides cutting-edge ALM modeling and analytic resources with strategies tailored to meet the specific objectives of each credit union.

DEDICATED ATTENTION:

Using a comprehensive financial approach, dedicated advisors utilize a wealth of resources, including a team of analysts, extensive market and economic data, and cutting edge analytic tools to assist credit unions in building and implementing strategies to achieve strategic financial goals.

OUTSIDE PERSPECTIVE:

Even seasoned credit union executives can benefit from the third-party perspective Catalyst Strategic Solutions brings. Acting as a safety net, a global "outside-looking-in" viewpoint guards against oversights. Credit unions also benefit from the Advisory Services' sophisticated analytical systems and resources which, historically, have helped clients achieve net incomes that exceed industry averages.

COST EFFECTIVE:

Fee-based rather than commission-based, the Advisory Service builds cost efficiency for client credit unions by providing professional financial expertise at a fraction of the cost required to manage the work internally. Credit unions do not have to invest in systems, software and resources and there are no commissions on securities trades. Advisors work closely with over 14 broker/dealers to obtain "most favored" institutional investment pricing.



Credit unions do not have to be capitalizing members of Catalyst Corporate Federal Credit Union to take advantage of Catalyst Strategic Solutions' services.

The Advisory Service offered through Catalyst Strategic Solutions is one of the nation's oldest and most experienced credit union consultancies.

Advisory Service provides ongoing education, support and policy review.

Strategies are tailored to meet specific objectives.

How Advisory Service Can Help Your Credit Union

The Advisory Service—offered through Catalyst Strategic Solutions—is one of the nation’s oldest and most experienced credit union consultancies. Today, it features highly skilled advisors and financial analysts who use the latest technology to generate detailed analysis and strategy. Their goal is to help credit unions gain efficiencies and attain their strategic goals. Here are a few of the areas where our advisors have an impact:

FULL BALANCE SHEET STRATEGIC CONSULTING:

When the Advisory Service partners with a credit union, credit union goals become Advisory Service’s goals. Advisory Service professionals start the relationship with an in-depth assessment of credit union policies, balance sheet, liquidity and cash flows, operational impact, and most importantly, the credit union’s strategic goals.

Plans are formulated around protecting long-term income streams and equity capital, and preserving liquidity and ROA according to a credit union’s management objectives. Advisors then work with management to build and implement strategies to improve efficiencies and to achieve the credit union’s short and long-term strategic goals.

For more than 25 years, Catalyst Strategic Solutions has assisted credit unions of all sizes and complexities—all with varying needs and goals.

- Achieving long-term net interest margin, equity capital and ROA targets
- Attaining efficient loan and deposit allocation and pricing strategies
- Maximizing the relative value of earning assets
- Managing investment portfolio activities
- Quantifying the risk profile and building sound growth strategies
- Identifying potential additional earning assets

ASSET/LIABILITY MANAGEMENT:

Catalyst Strategic Solutions’ team of advisors and financial analysts use in-house ALM and industry leading income simulation models to provide an accurate assessment of a credit union’s risk profile—an important element the team uses to develop its strategic recommendations.

- Income Simulation, NEV and GAP ALM Modeling
- Customized prepayment, rate scenarios and account behavior assumptions

- Advanced analytics and “What if” scenario analysis
- Customized reporting
- Core Deposit analysis and specialty studies

INVESTMENT PORTFOLIO MANAGEMENT:

Catalyst Strategic Solutions has more than 25 years of institutional experience and provides service to nearly 90 credit unions in 13 states, with combined assets of \$32 billion. Advisory Service has the expertise needed to create value-added recommendations specific to your credit union’s investment portfolio activities. Advisors work to meet each credit union’s overall financial objectives.

- Maximizing the relative value of each investment
- Commission-free trade execution
- “Most favored” institutional market pricing
- Independent research of 14 primary dealer inventories
- Monthly “5300 ready” investment accounting reports
- Access to professional online safekeeping
- Advisors are salaried, non-commissioned consultants

MARKET INDICATORS AND REGULATORY COMPLIANCE:

Catalyst Strategic Solutions’ staff of financial professionals monitor economic and interest rate outlooks, while keeping abreast of market yields and spreads. These practices enable Catalyst Strategic Solutions advisors to make prudent loan, investment and funding recommendations that respond to current and future interest rate environments.

In addition, Advisory Service staff understands NCUA regulations relevant to a credit union’s financial operations. This assures that all strategic recommendations or transactions made by Catalyst Strategic Solutions team are in full compliance with federal regulatory requirements. Catalyst Strategic Solutions’ Advisory Service has the expertise to help credit unions succeed financially and to keep their members satisfied.

Catalyst Strategic Solutions, a wholly-owned subsidiary of Catalyst Corporate Federal Credit Union, provides credit unions with options and customized advisory services.

FULL BALANCE SHEET STRATEGIC CONSULTING

- Comprehensive Balance Sheet Strategies
- Specific Liquidity, Loan, Investment and Funding Strategies
- Risk Management Exposure Assessment
- Performance Assessment to measure Effectiveness of Strategies
- Relative Value of Financial Activities, Asset Valuation and Market Pricing
- On- and Off-Balance Sheet Strategic Hedging
- Balance Sheet Allocation Strategies
- Investment Portfolio Strategies
- Cash Flow Performance, Price Volatility and Total Return
- Secondary Market and Sector Analyses

ECONOMIC AND MARKET ASSESSMENT

- Economic and Interest Rate Market Evaluation
- Industry and Sector Analysis
- Relative Value and Marketing Pricing Assessment
- Peer Group Assessment and Analysis

ADVANCED A/LM MODELING

- Customized Prepayments, Rate Scenarios and Account Behaviors Assumptions
- Full General Ledger/Account Level Modeling
- Advanced Analytics such as Lattice Valuation and OAS Calculations
- Income Simulation, NEV and GAP Risk Assessments
- Multiple "What If" Scenarios and Customized Reporting
- Non-Maturity Deposit Analysis

PORTFOLIO MANAGEMENT

- Maximize the Relative Value of each Investment
- Monitor 14 Primary and Regional Brokerage Inventories
- "Most Favored" Institutional Market Pricing
- Advisors are Non-Commissioned Consultants
- Commission-Free Trade Execution
- Access to Professional online Safekeeping Services
- Monthly "5300 ready" Investment Accounting Reports

ONGOING EDUCATION, SUPPORT AND POLICY REVIEW

- Asset/Liability Management Webinars
- Monthly and Quarterly Economic & Market Updates
- Financial Management Institute
- Policy Development and Federal Regulatory Compliance
- Financial Management Seminar and Economic Forum



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