



NEWS RELEASE

CrossState Solutions

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FOR IMMEDIATE RELEASE

CrossState Solutions Announces CUCollaborate as a Partner

Harrisburg, PA— [CUCollaborate](#) and CrossState Solutions have partnered to help New Jersey and Pennsylvania credit unions of all sizes maximize the impact they have on their members' lives and the communities they serve through a suite of subscription and consultative services.

CUCollaborate offers subscription services (AnalyzeCU, ExpandCU, JoinCU, Business Development Software, FOM Eligibility API, and DiscoverCU) that assist credit unions with expanding their field of membership, maximizing membership potential, and taking the mystery out of membership eligibility.

“We are excited to provide an easy way for our Member Credit Unions to discover how they may be able to expand their field of membership with complimentary access to ExpandCU,” said Robin Brunner, Senior Vice President of CrossState Solutions. “We have seen CUCollaborate assist credit unions navigate through charter conversions, CDFI certifications and LID designations and are excited to bring their level of expertise to our New Jersey and Pennsylvania credit unions.”

CUCollaborate's areas of expertise include charter expansions and conversions, CDFI certifications and Low-Income designations, mergers, and more. All services are based on data-driven insights and specialized software designed for the specific purpose of helping credit unions expand their field of membership with their regulator to reach the largest target market possible.

"We are thrilled to join forces with CrossState," said Sam Brownell, the company's Founder and CEO. "It's a partnership that feels completely natural given, as organizations, we both share the same mission of helping credit unions succeed and thrive, and I think we're both excited to see where it goes."

To discover how your credit union can identify the best way to grow its field of membership (FOM) and analyze market opportunities through CUCollaborate's mapping software ExpandCU, [register](#) for a free webinar on October 4, 2022 at 2:00 pm.

About CUCollaborate

CUCollaborate, is a consulting, software development, and digital marketing company whose mission is to help credit unions grow. CUCollaborate primarily focuses on addressing credit union's biggest obstacle to growth, field of membership.

About CrossState Solutions

CrossState Solutions, a wholly-owned subsidiary of CrossState Credit Union Association, supports a strong, vibrant climate for credit unions in New Jersey, Pennsylvania, and throughout the nation by offering innovative products and services to move credit unions forward. To learn more, visit www.crossstate.org.

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