

Michigan First Credit Union Generates Over \$1 Million in First 5 Years



Michigan First Credit Union partnered with Insuritas to launch Michigan First Insurance Agency in 2016, with the aim of being able to offer their members a wide range of affordable insurance products. The credit union has provided a range of financial solutions to members since 1926, when it began life as Detroit Teachers Credit Union. With an increasingly diverse membership, the credit union was renamed in 2001, and currently serves more than 175,000 members.

“We were already supporting the financial health of our members, and very successfully, by offering personal banking, business banking, and mortgage solutions,” said Michael Poulos, President and CEO of Michigan First. “It seemed like a natural progression to add insurance, covering a wide range of insurance types, to our services.”

Location: Michigan

Year Founded: 1926

175,000+ members



**Started as Detroit
Teachers Credit Union**



**World's largest credit
union in the 1950s**



**Now serving over
175,000 members**



Michigan First realized that it's crucial to choose a partner with values that align with your organization's. The team chose Insuritas to support them in achieving their goals mainly thanks to a shared vision for future growth, and the figures show it's been a resounding success.

Less than five years after the agency's inception, there are 4,788 policies in force insuring over \$700,000,000 in member assets, with an average of 547 quotes per month and an average of 176 sold policies per month (a 32% quote-to-sales rate). In this relatively short time, Michigan First Insurance Agency has earned over \$1,000,000 in net income and generated almost \$3,000,000 in gross commissions.

A Collaborative Approach Gets Results

While the industry expertise provided by Insuritas was the mainstay of setting up the agency, such impressive results could only have come about with the commitment of everyone involved—from team members to senior leadership. As part of the set-up of the agency, Insuritas trained every member-facing employee on how to refer to the insurance agency, and every contact center employee on warm transfers—generating around 30 calls a day.

Team members themselves also see huge benefits, saving money on their own insurance or getting additional coverage by comparing their existing policies to what the agency can offer. They've also been able to learn more about insurance, meaning they can speak confidently to members and give them the education they need to benefit from the wide range of insurance types they can get from Michigan First.

In terms of marketing, Michigan First provides data to Insuritas on new auto loans and home loans at rate lock. Plus, insurance is featured in all marketing communication to members (including email, social media, and the credit union's blog).

"The results really are outstanding, and everyone involved is justifiably proud of just how successful this partnership has been," said Jeff Chesky, Insuritas Founder and CEO. "With Michigan First's distinguished history as a forward-thinking credit union, we knew the partnership was going to be a success, but I don't think anyone realized just how incredible the overall numbers would be.

Michigan First Insurance Agency has grown top line revenue by over 440% CAGR since its inception!



The Numbers Have Exceeded Expectations

When Insuritas and Michigan First Credit Union first began looking at setting up the agency, a modeled five-year income statement projected a gross revenue of \$3,098,815 and EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization) of \$797,982.

Get the in-depth story in their recent webinar with NAFCU, [now available on demand](#).

The actual results

(and technically only at the 4.5-year mark)



**Gross Revenue of
\$2,993,963**

96.62% of the forecasted amount



**EBITDA of
\$1,010,148**

126.59% of the forecasted amount

As well as having saved members over \$3,000,000, the time they save when it comes to finding insurance is considerable. It's obvious that Michigan's First ethos is to make banking easier overall for their members, and by adding insurance to its offerings, it has implemented a recurring revenue driver that will only build over time. A win-win for both Michigan First and its members.

“For the earnings to come in at over \$1,000,000, even more than we initially expected, is fantastic,” said Borowy, “but even more important than that is the fact that we’re now able to offer our members the right insurance products at the right time, and for the right price—giving them even more financial security in their futures.”

-Jennifer Borowy, Chief Operations Officer of Michigan First Credit Union.