



Assist and protect your account holders with loans that are responsible, compliant and efficient.



## Small-Dollar, Short-Term Loans

*CashPlease® is a small-dollar, short-term loan program that allows banks and credit unions to provide their account holders with easy access to cash at affordable interest rates, while staying compliant and being much more efficient than other manual solutions.*

## American Consumers Need Better Access to Short-Term Liquidity

- 60% of Millennials don't have enough cash to cover a \$1,000 emergency<sup>1</sup>
- Nearly 39% of Americans said they couldn't cover a \$400 emergency expense<sup>2</sup>
- Almost 25% of Americans skipped some type of medical care in the past year because they couldn't afford it<sup>2</sup>
- Each year, 12 million Americans take out payday loans, spending \$9 billion on loan fees<sup>3</sup>
- 7 in 10 borrowers use payday loans for regular, recurring expenses, such as rent and utilities<sup>4</sup>

### WHAT IF...



- You could provide your account holders with 24/7 digital access to short-term credit?
- You could offer far more reasonable interest rates than other high-cost credit sources with no hidden fees?
- You could implement such a program that is completely automated and compliant and requires no loan officers?

### Regulatory Benefits

Not only are numerous regulatory agencies encouraging the availability of short-term, small-dollar consumer loans, but they're also encouraging alternative underwriting that better measures the ability to repay on a short-term basis than traditional credit scores.

The CashPlease® solution allows you to address these trends.

# Consumer Cash with a Conscience



## Key CashPlease® Features:

### Revenue

CashPlease® delivers a new revenue stream from consumers that would be spending high fees to obtain credit elsewhere.

### Integration

Integrates with your core and mobile banking via Single Sign-On (SSO), and loans are booked and funded to your core.

### Underwriting Compliant

Loans are underwritten by Velocity's proven proprietary underwriting technology, which utilizes alternative data—a method encouraged by several regulatory agencies.

### Compliant

Compliant with all existing federal lending regulations, including the Military Lending Act. Our compliance experts closely monitor the industry for any changing regulations around consumer lending practices.

### Valuable Service

Provide your account holders with loans that are affordable and responsible, increasing loyalty and retention.

### Efficient

Fully-automated program requires no additional support staff or loan officers.

### Website Access

Integrates with your core and mobile banking via Single Sign-On (SSO), and loans are booked and funded to your core.

### Consumer Convenience

Your account holders can apply for a loan anytime, anywhere—conveniently, easily, quickly and privately.

### Marketing & Communications

Velocity's marketing team creates marketing materials to support your program at launch and throughout the life of the program, all branded for your financial institution.

### Community Responsibility

As a community bank or credit union, you have an important role to play in protecting consumers from predatory lending sources and to provide them with affordable and convenient access to cash.

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Contact us today for a  
**free demo and pro forma!**

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1. LendingTree Survey via Qualtrics, December 2018
2. Federal Reserve, Report on the Economic Well-Being of U.S. Households in 2018, May 2019
3. The Pew Charitable Trusts: Press Release: CFPB's Proposed Payday Loan Rule Misses Historic Opportunity, June 2016
4. The Pew Charitable Trusts: Payday Loan Facts and the CFPB's Impact, May 2016

*To us, "We Care about People" is more than a tag line, it's a statement by which we run our bank. That made it especially important for us to find a solution to help our customers break free from the costly cycle of payday lending. We needed something that was cost effective for the bank and fairly priced for our customers. Expanding our existing relationship with Velocity by introducing the CashPlease lending platform to our communities was the perfect solution.*

**Brian Ralph**  
Retail Sales Manager  
Peoples Bank of Alabama