

Membership Has Its Privileges

Announcing Hantz Credit Union,
a subsidiary of Credit Union ONE

BY WENS DY VON BUSKIRK / PHOTOS BY BRAD ZIEGLER



Gary Moody

This issue of *Above the Benchmark* brings an exciting announcement — the debut of Hantz Credit Union, a subsidiary of Credit Union ONE, which is available specifically for Hantz Group clients.

Hantz Group has partnered with one of the largest credit unions in Michigan to offer clients an even more holistic approach to meeting their financial goals and setting up their legacies. Hantz Credit Union will offer checking and savings accounts, credit cards, and loans tailored only for Hantz Group financial planning clients.

The venture arose from a long-standing association between Hantz Group and Credit Union ONE, two Michigan-based companies whose values align.

“We’ve had a relationship since 2013. We’ve done a lot of work together since then,” says Christopher Way, chief lending officer for Hantz. “They understand our philosophy, our goals for our clients. We understand how they work, too, so as we grew this relationship, it was just a perfect fit. Why would we go somewhere else?”

Local Legacies

Hantz Group was founded in 1998 in Southfield, Michigan, by John Hantz and has grown to more than 570 employees in 20 offices throughout Michigan and Ohio.

Credit Union ONE was organized in 1938 in Ferndale, Michigan, and now boasts \$1.8 billion in assets.

The two organizations began working together when Hantz CEO John Hantz and Credit Union ONE CEO Gary Moody built a bridge between them.

According to Moody, Credit Union ONE had offered its members financial planning services but, several years ago, determined it was better to focus on core banking services rather than managing investments. Credit Union ONE began to refer its members to Hantz Group for those specialized services instead.

At the same time, Hantz Group had expanded into banking through Hantz Bank, which was acquired by Credit Union ONE in 2019.



Chris Way

“Since then, our goal has been to work together to solve issues for their members and our clients,” Way says.

This year brings the official branding of Hantz Credit Union, a subsidiary of Credit Union ONE.

“For us to be able to collaborate more, be more successful, and help clients that can benefit from this relationship, the Hantz name can help us build even more trust,” Way says.

Because you’re a Hantz Group client, you will have access to more benefits created explicitly for Hantz Group clients who join Hantz Credit Union. These benefits will help further ease the holistic approach.

Here’s a look at what the partnership will offer:

More Accurate Data

The foundation of financial planning is accurate data. One of the biggest struggles for Hantz financial advisors is getting a complete, up-to-the-minute picture of clients’ expenses. When clients bank with Hantz Credit Union, all their checking, savings, credit card, and spending information will feed directly into Hantz Group software to make it available to Hantz advisors in real time.

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—CHRISTOPHER WAY, CHIEF LENDING OFFICER FOR HANTZ GROUP



*Credit Union ONE CEO
Gary Moody (left) seals
the deal with Hantz Group
CEO John Hantz.*



“Once we have that data, we have more accurate financial planning outcomes, and we can better determine how we’re going to help our clients reach their goals,” Way says.

No More Broken Links

That accurate data feeds directly into Hantz360° financial planning software, which works seamlessly with Hantz Credit Union accounts. Clients who bank elsewhere have to individually link all their accounts to Hantz360°.

A broken link is any time a connection between two data feeds is interrupted — most often, this happens when users need to update passwords for a particular item but then do not update that information in Hantz360°. “Those links break very often. If you change your password, you must go back in and manually update it,” Way says. “A huge benefit is that we get accurate data without those links ever breaking.” This is a big time saver for clients who no longer have to manage that upkeep.

The Hantz360° software allows financial tracking in 100 different categories — credit card bills, expenses, subscriptions, and much more — all in one link that will never break.

Hantz Call Center

When Hantz Credit Union members need something, it’s just a phone call away. The Hantz Call Center employs a dedicated team

of people hand-picked for their wide range of experience in banking. Clients simply call the exclusive Hantz Call Center 1-800 number, and a team member picks up the phone, ready to help.

“They can handle all different types of services and have the authority to do some things that tellers can’t do,” Way says. “When you call, in literally one or two rings, a human answers the phone. It’s so rare these days.”

Usually, when clients call big banks, they reach an overseas call center and get a different person every time — if they get a person at all. At the Hantz Call Center, agents form client relationships, ensuring security, ease, and convenience.

“We get a lot of good feedback around the Hantz Call Center,” Way says. “To me, that’s one of the huge advantages that our clients have, and we built this exclusively for them.”

Customized Products

“Membership has its privileges,” Way says.

Credit unions are geared toward specific groups of people, making them more tailored than banks, which cater to the general population (see story on page 53). Hantz Group clients are even more exclusive.

“Because we have a close relationship with

our clients and Credit Union ONE, we are able to identify lower-risk opportunities for credit products customized to the specific needs of the clients,” Way says. Lower risk means Hantz Credit Union can offer more competitively priced loans with greater convenience than what is available from other institutions.

Leadership teams from Hantz Group and Credit Union ONE meet biweekly to evaluate the market and adjust existing products and services to meet clients’ needs.

“We constantly synergize what they’re doing and what we’re doing and develop new things,” Way says. “We have a whole list of ideas, products, and services that we plan on working on in the future.”

Ultra-Quick Loans

One of the products that Hantz Credit Union has developed specifically for financial planning clients is the Hantz FastApp loan. This unsecured loan, with loan limits up to \$300,000, aims to get funds to members quickly and easily. Hantz Technology pre-populates the application based on information they already have from a client’s holistic plan.

“Clients don’t have to fill anything out or provide any documentation. We gather the income information directly from our tax preparation software filed with the IRS,” Way explains.



Credit Union ONE's company values.

Clients simply check a few boxes on the screen to confirm the information and select a loan amount, term, and payment. Then, they get a Docu-Sign request to close the loan.

Funds become available in Hantz Credit Union accounts within five to 10 minutes. This loan product is a perfect example of collaboration between Hantz Group and Credit Union ONE teams. The lower risk profile of clients, the accuracy of data, and the speed of technology allowed for the creation of a loan with limits far above what previously had been the norm at Credit Union ONE.

“This is the ultimate product for debt-free clients,” Way says.

Debt-Free Goals

The overarching driver at Hantz Group is to help clients become debt-free.

“Our strategy is really different than the rest of the industry,” Way says.

Other banks encourage clients to reduce their monthly payments by extending the length of their loans. Hantz advises the opposite.

“We focus on how quickly we can pay this debt off. We’re generally going to increase your payment. We’re going to want the shorter-term product to get that debt paid off as quickly as possible,” Way says.

It may seem counterintuitive that taking out a Hantz FastApp loan fits into an overall debt-free strategy, but Way says having access to funds and paying them off quickly can be a smart move. Instead of liquidating investments and facing taxes and penalties, clients save in the short term. Paying them off quickly lets clients avoid interest in the long term and stay on track to becoming debt-free while still pursuing their life goals.

“Our goal is to get our clients debt-free. Credit Union ONE can align its products with that goal in mind. It’s a really nice collaboration,” Way says.

A Wonder-Full Life

Ultimately, Hantz Group wants clients to “live in wonder.”

“We talk to our clients about their goals and dreams,” Way says. “We ask them what it is they’ve always wanted to do. You’ve been working with us for the last 20 years, and your net worth has exploded. Go do it.”

Whether clients wish to travel, buy a boat, or invest in a vacation home for their retirement, Hantz financial planning combined with customized Hantz Credit Union loan products helps them get there.

“We can get you instant liquidity to go solve that goal. Then we’ll work through the time frame to figure out the financial plan to pay this off. It allows our clients to live in a state of always asking the question, ‘What can I accomplish?’” Way says.

Easy Transition

If a client would like to move their banking over to Hantz Credit Union, the team will make the process simple.

“We have a whole process for onboarding them to Credit Union ONE,” Way says.

A Hantz Credit Union Call Center employee will take care of opening any checking, savings, or money market accounts clients need and moving everything over.

They assist in setting up direct deposits, automatic bill pay, and subscription payments.

They leave the old accounts open long enough to ensure any remaining payments clear, then revisit to close them a couple of months later.

Our Value Proposition

Hantz Credit Union, a subsidiary of Credit Union ONE, is committed to providing exceptional value to its members by delivering outstanding products and services anytime, anywhere.

Accessible: Available when it’s convenient for you.

They provide clients with choices to perform transactions, find information, or receive trusted advice. Every interaction is consistent, secure, and fast, no matter how or when you choose to do your banking.

Easy: Banking that simplifies your life.

They respect your busy life by making banking easy. Everything is simple, clear, and easy to find; there are no surprises.

Meaningful: Solutions that add value.

They engage you to truly understand your needs. Based on your circumstances, you are offered relevant solutions that add value.

Dedicated: Acts in your best interest.

They act in your best interest, recognize you as a valued member, and sincerely provide great service. You can rely on them if you need help and can expect them to resolve an issue quickly.

Source: Hantz Credit Union, a subsidiary of Credit Union ONE

They have experience taking care of all the details to make the transition easy.

“The bulk of the work is done in one day. Then there are some follow-ups,” Way says.

Since Hantz Group already has clients’ financial planning, tax, and insurance information, it’s that much smoother.

“We can handle it all,” Way says.