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CONTACT: DENA NOE, VP OF MEMBER EXPERIENCE

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The University of Nebraska Federal Credit Union named among the best credit unions in Nebraska by Forbes

Lincoln, Neb.—August 5, 2021 — Forbes Magazine recently released its list of Best-In-State Credit Unions for 2021, honoring the top 3.6% of credit unions nationwide. The University of Nebraska Federal Credit Union (NUFCU) is proud to announce that it was included as one of the just three credit unions on the list for the state and the smallest financial institution to make the list in the nation.

"It's an incredible honor to receive this recognition from our members and it speaks to how dedicated our staff is at placing the needs of the member first," said NUFCU President and CEO Keith Kauffeld. "We strive to be our members' trusted financial partner. The high survey scores we received specifically on the questions addressing trust and financial advice tells us we are achieving our mission."

According to Forbes, "Members-only credit unions typically have lower fees and offer better interest rates than traditional banks, and the not-for-profit model also puts the customer first, resulting in higher levels of satisfaction. But to get to the bottom of whose customers have the highest opinion of them, Forbes partnered with market research firm Statista to produce our fourth annual look at the Best Credit Unions-In-Each State."

To create the list, Forbes and partner Statista surveyed 25,000 people in the U.S. about their banking relationships. The consumers were asked survey questions about their financial dealings with banks and credit unions rated on overall recommendations and satisfaction, as well as six subdimensions (trust, customer service, terms and conditions, branch services, digital services, and financial advice.) National financial institutions with branches in at least 15 states were excluded from the final rankings.

The full Forbes article detailing the annual Best-In-State rankings is available at <https://www.forbes.com/best-in-state-credit-unions/#5fe885bb6167>.

University of Nebraska Federal Credit Union was chartered in 1937 to serve the faculty members of the University of Nebraska. Today, membership is open to all University of Nebraska faculty, staff, volunteers, students, alumni and their families. The University of Nebraska FCU has over 11,000 members and over \$140 million in assets. They offer members a wide variety of full-service consumer banking products and services through a network of three offices located in Lincoln and Kearney, Nebraska. To learn more, visit www.nufcu.org.

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CONTACT:

Dena Noe

VP Member Experience

(402) 472-8782

dnoe@nufcu.org