

Case Study

NSWC Federal Credit Union Saves Time and Improves Sales Results With Easy-to-Use CUAuctions Tools

Limited Audience, Large Effort Frustrates NSWC

At NSWC Federal Credit Union (NSWC) in Dahlgren, Virginia (\$204 million), whenever a repossessed vehicle was ready to sell, it was time to drag out the For Sale sign, create posters and ads, and put the bidding slips and lock box in the lobby.

With the vehicle parked in the credit union's parking lot, a manual, paper-based auction system was the norm for NSWC. Unsold vehicles were consigned to a local dealer, or taken to an auction. Either way, wholesale was the best price NSWC ever expected to earn.

NSWC realized that with in-branch auctions, its entire market of potential buyers was limited to the members who visited its branches at the right time.

"We had such a limited audience," says Dora Vogel, NSWC FCU's Risk Supervisor. "We weren't even reaching all of our members."

NSWC also found that not only were the auctions generating unimpressive results, they were inefficient.

"It was very time consuming," Dora explains. "Any advertising or signs we needed, we put together ourselves. And it was a strain on the staff to answer calls about the vehicles." Fortunately, CUAuctions solved NSWC's problems.

Simple CUAuctions Tools Save NSWC Time and Effort

CUAuctions provides Web-based competitive-bid auction tools that empower Credit Unions to quickly remarket repossessions to their members and get prices closer to fair market value than traditional auction houses typically deliver.

With CUAuctions, NSWC has greatly reduced the amount of time it spends posting vehicles, managing the process and completing paperwork on the sales.

"I find the CUAuctions tools very helpful," Dora says. "We've cut our time expended at every step of the process."

In addition, NSWC enjoys the ability to track auction views. "We never had any idea how many people had even seen our vehicles," Dora says. Now, using CUAuctions, her team frequently analyzes its auction view data to determine if its minimum bids are appropriate.

Accessible Customer Support Keeps Auction Moving

As an east coast credit union, NSWC's business day begins three hours earlier than the west coast headquarters of CUAuctions. But when Dora had an urgent concern about an auction at 7:30 a.m. EST, she decided to call CUAuctions' customer support anyway, intending to leave a message.

Dora was impressed—not only did she reach customer support at 4:30 a.m. PST, she reached co-founder Michael Taylor, who immediately answered her questions so the auction could keep moving.

2001 Ford Focus Sells For Over \$4,000 Above Asking Price

Dora's team likes to start auctions with low minimum bids to get members involved. "Everyone wants a deal—you have to cultivate that bidding excitement," she says.

And that strategy works well for NSWC. A 2001 Ford Focus received 35 bids from 9 bidders and sold for near retail value, a full \$4,046 over the minimum asking price.

A 1996 Camaro was also a big success. After opening the auction with a minimum bid of \$2,499, 17 bids drove the final sales price to \$5,100, within \$300 of retail value.

With the help of CUAuctions' tools, NSWC is now remarketing its repossessed vehicles with ease. "It's so simple to just take the pictures, download them onto the website, and get the auction up and running," says Dora.