

For Immediate Release:

Members 1st Investment Services Named a 2021 Top Director

Outstanding Investment Services Leaders in Credit Unions

CHAPEL HILL, NC, JANUARY 20, 2022: Kehrer Bielan Research & Consulting today announced that Members 1st Investment Services at Members 1st Federal CU has been selected as a recipient of a 2021 Top Director Award for the outstanding performance of its investment services business. Members 1st Investment Services chose to be honored collectively for the achievement.

Members 1st Investment Services was one of 30 investment services practices to be singled out for recognition in the first annual Kehrer Bielan Top Credit Union Director Awards, presented by Ameriprise Financial Institutions Group and sponsored by CUSO Financial/Sorrento Pacific.

“Friendly competition among peers inspires excellence, but only if the rules are fair,” commented Dr. Kenneth Kehrer, a partner at Kehrer Bielan. “We set out to develop a transparent, data-driven process that would reward Directors whose practices excel in the selected criteria. The criteria we chose for the evaluation process are the areas that our accumulated experience as researchers and consultants tell us are critical for growth.”

The members of the inaugural class of Top Directors were selected based on their practices’ performance across eleven metrics:

- Revenue penetration of deposits
- Year-over-year growth in revenue
- Advisor revenue productivity
- Investment assets per advisor
- Advisory revenue per advisor
- Life insurance revenue per advisor
- Clients per advisor
- Revenue per client
- Investment assets per client
- Asset productivity (revenue on assets)
- Advisor coverage of deposits

To earn points in any one factor, the Director’s practice needed to be among the top 100 in the category, essentially the top quartile of the 133 practices evaluated. More information on the award methodology can be found [here](#).

“The recipients of the 2021 Top Director Awards truly represent the best performers in our community,” commented Peter Bielan, a partner at Kehrer Bielan. “These practices perform at a

higher level in the key areas compared to their peers, and they couldn't have gotten these results without superior leadership. All of this year's winners should take great pride in having achieved this much-deserved recognition."

About Kehrler Bielan Research & Consulting. KBR&C provides the financial advice industry with insights based on a melding of research and experience in managing the delivery of investment, insurance, and wealth management services. The firm provides performance assessment and benchmarking, human resource management and development, due diligence, consumer insights, and interpretation of industry trends through its original research, unbiased consulting, and peer study groups.

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Credit Unions

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