

Bridgeway Federal Credit Union

About

Bridgeway Federal Credit Union in Poughkeepsie, NY, has been serving communities in Dutchess, Ulster and Orange Counties of New York State since 1935. With three locations, Bridgeway FCU provides a broad range of financial products to the residents, workers and students living within its service area.

Challenge

Driven by its mission to provide financial services that safeguard members' assets, the credit union decided to offer a product to help its members maintain financial stability in 2004.

Solution

In June of that year, Bridgeway FCU management determined that an overdraft privilege program would address this challenge, as well as provide the credit union with increased non-interest income. After researching overdraft providers, the credit union selected John M. Floyd & Associates' JMFA OVERDRAFT PRIVILEGE®, based on its reputation for providing successful results and the company's written compliance guarantee.

The Results

According to Bridgeway FCU Chief Executive Officer PJ Walker, JMFA OVERDRAFT PRIVILEGE has really made a difference in a number of areas. "First, we have seen a substantial increase (240 percent) in our non-interest income – which has been very beneficial in today's uncertain environment for credit unions," he said. "Plus, JMFA helped us prepare for the implementation of Regulation E's restrictions on charging overdrafts on electronic transactions with up-to-date information and prepared communications for our members – resulting in about 75 percent member opt in to our program."

Walker explained that JMFA OVERDRAFT PRIVILEGE® has helped Bridgeway FCU and its members overcome the recent economic challenges. "Most members consider it a very useful service, even if they never have to use it – they know that it is there as a financial safety net," he said.

Lessons Learned

Looking back on the process, Walker appreciates having an overdraft provider with JMFA's compliance expertise. "I think we chose the best vendor for the job," he continued. "We are very satisfied with the overall level of service and while I don't foresee a substantial increase in regulatory action going forward, it's reassuring to know that we have an overdraft provider who can keep us compliant in the future."