



# ***NEWS RELEASE***

NAFCU Services Corporation / 3138 10th Street North, Arlington, VA 22201

**Contact:** David Frankil  
703-522-4770 ext. 226  
[dfrankil@nafcu.org](mailto:dfrankil@nafcu.org)

Dan Robinette  
800-245-2504 ext. 319  
[drobinette@kdaholdingsinc.com](mailto:drobinette@kdaholdingsinc.com)

**FOR IMMEDIATE RELEASE**  
**December 16, 2008**

## **NAFCU SERVICES AND KDA LAUNCH WEBCAST ON LOCAL REAL ESTATE TRENDS AND CREDIT UNION GROWTH STRATEGIES**

WASHINGTON — NAFCU Services Corporation today announced a free educational webcast with partner KDA Holdings, Inc. The webcast, titled “Growth Opportunities in Today’s Economic Climate,” discusses how a credit union might better understand trends in its local real estate market when developing and implementing its strategic growth plan.

The webcast and slides are now available at: [www.nafcu.org/kda](http://www.nafcu.org/kda).

“We’re seeing a lot of institutions wondering if they should scrap their plans in favor of a ‘wait and see’ strategy,” said one of the webcast’s experts, Will Klein, senior consultant at KDA. “But that isn’t a strategy. They must re-examine their plans given the climate and adjust.”

The twenty-minute webcast outlines ways that analysis of a credit union’s local market may actually result in a more aggressive strategy. With bank consolidations come the opportunity to gain new members, and with cheaper real estate, an execution strategy at a lower cost than originally estimated. “It may be time to capitalize on the market,” said Rebecca Butler, another of the webcast’s experts and a consultant at KDA.

A second webcast from KDA and NAFCU Services is expected in early 2009, titled “Branch Opportunities Due to Bank Consolidation,” which explores the topic in greater detail.

KDA Holdings is a leading consult/design/build/brand firm specializing in the development of growth and profitability strategies for financial institutions. KDA offers a wide array of services including strategic market planning, operations consulting, real



# ***NEWS RELEASE***

NAFCU SERVICES **NAFCU Services Corporation / 3138 10th Street North, Arlington, VA 22201**

estate acquisition, facilities design and construction, interior design, branding and retail merchandising. Established in 1982, KDA serves financial institutions throughout the United States. For more information, visit KDA's web site at [www.kdaholdingsinc.com](http://www.kdaholdingsinc.com).

NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU). Since 1975, NAFCU Services has partnered with the industry's leading solutions providers to offer value-added products and services at a discount to credit unions. Currently, it offers 28 Preferred Partner programs to the credit union community. For more information about NAFCU Services Corporation, please visit [www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices).

###

To learn more about NAFCU Services, please visit our website at:  
[www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices)

Listen to our podcasts at: <http://nafcuservices.podbean.com>