



Sound Credit Union is the First Credit Union to Launch the Rate Reset Instant Prequalification - The Button™

January 28, 2020 McLean, VA— **Rate Reset**, a CUSO which provides the award-winning digital platform KNOCK KNOCK, announced today that Sound Credit Union (Sound) is the first credit union to launch its instant prequalification solution. The KNOCK KNOCK platform is a white-label solution that helps credit unions retain and acquire loans in a highly competitive environment.

“Today SoFi, Lending Club, Prosper, and other non-traditional fintechs control nearly 40 percent of the consumer lending market. In response, Rate Reset developed a consumer-initiated instant prequalification solution called The Button™,” said Keith Kelly, CEO of Rate Reset. “The Button positions credit unions to compete against the fintechs by offering current members and non-members the ability to prequalify themselves for a loan. The Button can be implemented in 60 days and is easier, faster, and more member-friendly than anything in the market today.”

“Sound is committed to offering convenient technology options that improve our members’ experiences and make our credit union more competitive,” said Don Clark, President and CEO of Sound Credit Union. “The Button allows our members to see what they qualify for with a soft hit to their credit using real time data. We believe that continuing to offer innovative solutions to our members will be key to our continued growth and relevance in the market.”

“We are honored to have Sound as the first credit union to launch The Button,” said Kelly. “This is a perfect example of collaboration between credit unions and strategic business partners like Transunion and Rate Reset.”

About Rate Reset:

Rate Reset is a CUSO that offers award winning products that allow the member to be in control of what have historically been routine administrative tasks that are time consuming for both front line and support staff. For more information on Rate Reset visit

www.RateReset.com and www.thebutton.net

About Sound Credit Union:

A Northwest original since 1940, Sound Credit Union is one of Washington State's largest credit unions, driven by the purpose of standing with members, employees and the community through all waves of life. Sound provides authentic and trusted financial support with 29 full-service branches around the Puget Sound. For more information visit www.soundcu.com

Reach out to Foster Kelly to learn more.

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