# Relationship Pricing



**Relationship Pricing empowers credit unions to provide discounted rates and fees based on a member's relationship with the credit union.**

- **Integrates seamlessly with the Jack Henry™ Symitar® core**
- **Automate the process and reward members with credit union-defined fees and rates**
- **Promote relationship levels and corresponding benefits to members**

Finding ways to provide value to loyal members while reducing costs can be a delicate balance, but it is one which can be achieved. Offer additional benefits to your members through Relationship Pricing.

## How It Works

While not a traditional rewards program, Relationship Pricing is a way to provide benefits through a tiered approach, where all assets held within a credit union are taken into consideration, allowing members to achieve different levels of preferential status and rewards.

Relationship Pricing is set by the credit union through the Jack Henry™ Symitar® core to define 100 unique Relationship Codes and naming schemes that then can be applied to fees, dividend rates, and statement messages based on a member's relationship with the credit union. These can be based on actions such as average balance, transaction history, or number of swipes. The higher their relationship level, the more benefits they may receive.

When credit unions choose to implement Relationship Pricing, it's important to communicate the different tiers and their associated benefits to members, ensuring they understand the value of each level. In terms of benefits, for example, members at a higher level could have fewer fees for stop payments, money orders, courtesy pay, check withdrawals, or NSFs, or could pay less for services such as statement copies.

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## Key Benefits

**Reward Members** – Provide lower fees, discounted rates, and other benefits to members at higher relationship levels.

**Automate the Process** – With a unique programming block and use of relationship codes, this is a fully automated solution once set up.

**Incentivize Membership** – Share the various relationship levels and corresponding benefits with members to incentivize their usage at your credit union.

**Core Integration** – Integrate Relationship Pricing seamlessly with the Jack Henry Symitar core processor.

*"Relationship Pricing is a way that credit unions can provide loyal, active members with cheaper fees and lower rates by tiering their membership at different preset levels. It gives credit unions the autonomy to determine membership thresholds and provide members the value and benefit associated with belonging to a credit union."*

**Pat Mileski**
Team Lead - Strategic Partnerships & Solution Support
Synergent

## Learn More

For additional information about implementing Relationship Pricing at your credit union, please contact your dedicated Client Success Manager.