



The Freedom to Choose. The Power to Protect.



The Competitive Advantages of Private Insurance

The Value of ASI: Why States and Credit Unions Benefit from the Choice

American Share Insurance (ASI), a private insurer owned by the credit unions it serves, currently protects over 1.25 million credit union members. Since its founding in 1974, no member has ever lost money in an ASI-insured account. In today's volatile financial landscape, ASI offers a unique, member-focused alternative to federal insurance, providing state credit unions with flexible, responsive solutions that strengthen their charters and support their communities.

More Comprehensive Coverage for Member Deposits

ASI distinguishes itself from NCUA by insuring each account up to \$250,000—allowing members to protect a greater share of their assets across various accounts, like savings, checking, and money markets. In contrast, federal coverage under NCUA caps insurance at \$250,000 per member, leaving potential coverage gaps for those with multiple accounts. This per-account insurance structure not only enhances member trust and financial security, but also allows credit unions to stand out in their markets, especially during uncertain times.

Flexibility to Meet Local Needs

ASI collaborates closely with credit unions and state regulatory authorities to provide insurance solutions tailored to the unique needs of their members. This flexibility empowers credit unions to serve specialized markets—like offering agriculture or church loans to meet specific community needs—without the limitations of a one-size-fits-all federal approach. By choosing private insurance, state-chartered credit unions gain the freedom to address economic challenges proactively while supporting the distinct priorities of their local communities.

Empowering the State Charter

Private insurance through ASI strengthens the state charter by providing credit unions with a regulatory approach that fosters adaptability and alignment with local priorities while maintaining the same standards of safety and soundness as the federal government. This partnership with ASI helps ensure that state charters remain competitive, creating a regulatory environment that enables credit unions to thrive and innovate in response to local economic needs.

Stability and Resilience

ASI has provided private insurance since 1974 with zero member losses, operating under strict regulatory oversight by the Ohio Department of Insurance and Commerce. Financial statements are audited by a top accounting firm, and independent actuaries regularly validate loss reserves. ASI maintains strong risk management practices, a high equity ratio exceeding federal standards, and a stable deposit base of 95% retail deposits, reducing the risk of large-scale withdrawals.

For more information about how ASI can serve your credit union contact **Jennifer Kelly** at JKelly@AmericanShare.com.



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To mitigate potential risks, ASI employs rigorous loss control programs and a conservative investment strategy, keeping a significant cash reserve and maintaining short investment durations. ASI also has access to liquidity from multiple large financial institutions, including the Federal Home Loan Bank. In the event of unforeseen financial needs, ASI is backed by its own reserves, the assets of the organization, and available credit lines from three institutions. Additionally, all ASI member credit unions provide a further layer of financial support if needed. This combination of risk management strategies ensures the security and stability of ASI-insured credit unions in any environment.

Proven Track Record and Experience

With nearly 100 credit unions insured, representing over 1.35 million members across ten states and almost \$20 billion in insured shares, ASI brings extensive experience and a strong track record. The organization has a demonstrated history of weathering economic fluctuations and supporting credit unions through evolving financial environments. ASI's comprehensive underwriting process ensures that only financially sound credit unions receive insurance, further reinforcing stability for credit union members.

Why ASI Insurance Matters in Today's Economic Climate

In a time of financial unpredictability, having the option to choose ASI private insurance is more than just a benefit—it's a strategic advantage. It offers comprehensive deposit protection, operational flexibility, and safeguards state charters from external regulatory pressures. For credit unions committed to supporting their members and their communities, ASI is an invaluable partner in ensuring financial security and empowering growth.

Empowering State Regulators with Choice and Flexibility

By allowing ASI insurance as an option within their jurisdiction, state regulators empower credit unions with the flexibility to adapt to local needs while reinforcing stability. ASI's strong financial position and commitment to collaboration align with regulators' goals to protect and strengthen institutions, making the state charter a more competitive, resilient choice in today's financial landscape.

Keeping the NCUA in Check

The availability of ASI provides a valuable alternative to NCUA, ensuring healthy competition and a check on federal oversight. By embracing private insurance options, state-chartered credit unions affirm their autonomy and foster an environment where member needs remain at the forefront. It sends a clear message that state-chartered credit unions prioritize community-focused service and the financial security of their members.

Additional Benefits for Credit Unions

For credit unions wanting to provide even more coverage, ASI's subsidiary, ESI, offers excess insurance options, allowing credit unions to insure select accounts—such as business savings and public funds—up to an additional \$5 million. This extra coverage differentiates credit unions from competitors and positions them as secure, high-value choices for both individual and business members.

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