

NAME CHANGE – FREQUENTLY ASKED QUESTIONS

Why are you changing your name? Are you going out of business, selling your portfolio, and/or being bought out?

No, our commitment to serving the manufactured housing industry is as strong as ever. We are not merging, being acquired, changing our membership guidelines or management. Our products and services will remain the same, and the people you've known and worked with will continue to be there for you whenever you need them.

What does the name change mean to me? How will it affect our/my business?

Our new name will add focus and clarity to who we are and how we will help people get the car they need/realize their dream of home ownership. Our products and services will remain the same, and the people you've known and worked with will continue to be there whenever you need them.

How should I communicate the name change to my customers?

If your customer is familiar with SACU/CUFBL/Mountainside, then simply let them know only the name has changed. It's still the same company with the same people, products and services.

How can I get marketing material with the new name?

We will slowly roll out our new brand over the coming months. Your Business Development Executive (BDE) will provide you with marketing supplies to support the new name when we are ready to unveil the new brand to consumers.

What do we do with the existing marketing material?

You should continue to use what you have until we are ready to unveil the new name to consumers. When we are ready to unveil the new name, your BDE will provide information about how to dispose of the outdated material.

What are you trying to accomplish by changing your name?

We wanted a name that represented all the members we serve, no matter where they live. Over the years, SACU has expanded outside of San Antonio and now has members in 43 states, business units in five states and three divisions working under different names. This name change is designed to unify our divisions and to better represent our membership, our business and our values as a credit union.