



**FOR IMMEDIATE RELEASE**

## OPEN LENDING CEO, JOHN FLYNN, TO SPEAK AT ANNUAL CU LEADERSHIP CONVENTION

### Company Leading Sessions on How to Drive Up Automotive Lending 20%-40% with Risk-Based Pricing

**AUSTIN, TEXAS – August 1, 2018** – Open Lending, LLC, is honored to announce it will be exhibiting and speaking at the 41<sup>st</sup> Annual CU Leadership Convention. Open Lending’s Co-Founder, President, and CEO, John Flynn, will be leading two sessions on Thursday, August 2<sup>nd</sup> focused on how to drive up automotive lending 20%-40% with effective risk-based pricing. As a platinum sponsor, the company will be exhibiting alongside several other event supporters.

“The CU Leadership Convention is such a valuable event for credit union leaders. We are honored to participate with the other sponsors and speakers in support of growing this industry by learning from one another,” stated John Flynn.

Find out how some of the top credit unions are generating yields 4-6 times on their net ROA using the strategies John Flynn outlines in this powerful session.

“The problem is that too many credit unions do not segment their risk-based pricing models effectively. As a result, they are turning away some of their most profitable members and not pricing their loans competitively,” stated John Flynn.

As a bonus, all attendees to the session will receive a copy of Open Lending’s, “Top 5 Secrets for Lending to High Risk Borrowers.”

The 41<sup>st</sup> Annual CU Leadership Convention is being held July 31<sup>st</sup> – August 3<sup>rd</sup>, 2018 at the Mirage Hotel in Las Vegas, NV. The event is the industry leader for all credit union leaders to come together for education, growth, and resources to support their credit unions. The convention combines industry experts and inspirational guest speakers alongside activities and workshops for a truly remarkable experience. To learn more about CU Leadership Convention, please visit <http://www.culeaderscon.com>.

## **ABOUT OPEN LENDING, LLC**

Founded in 2000, Open Lending, LLC works exclusively with automotive lenders by providing loan analytics, risk-based pricing, risk modeling and automated decision technology. Based in Austin, Texas, the company services over 365 financial institutions nationwide. Through its proprietary technology, the Lenders Protection Program, financial institutions leverage powerful tools and customized analytics to underwrite direct and/or indirect loan approval decisions in seconds. Lenders are empowered to increase near and non-prime automotive loan volumes and yields with the protection of “A” rated insurance carriers, preventing additional risk to their loan portfolio. Lenders Protection, LLC is a wholly owned subsidiary of Open Lending, LLC.

To learn more about Open Lending, visit [www.openlending.com](http://www.openlending.com).

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