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## **Corelation Celebrates 15 Years of Success with 33 Signings, Another Record-Breaking Year in 2024**

**SAN DIEGO - January 22, 2025:** In 2024, Corelation, Inc. celebrated a year of outstanding accomplishments, significant growth, and unwavering commitment to its credit union clients. These achievements further solidify the company's reputation as the premier core processor in the credit union industry. The year saw continued momentum, with 33 credit unions (cumulative total \$24.2 billion in assets, 1.6 million members) choosing the KeyStone core, surpassing Corelation's previous record of 32 signings in 2023. Another 23 credit unions (cumulative total \$18.8 billion in assets; 962,518 members) completed their conversions to KeyStone in 2024.

"Corelation's continued strong, deliberate growth shows that after celebrating 15 years this year, credit unions are still lining up for KeyStone and show no signs of stopping," said Tim Maron, Chief Revenue Officer at Corelation.

And Maron isn't the only one that has been impressed in the industry. Corelation closed out 2024 with a robust fourth quarter, signing an additional 14 new credit unions to the KeyStone platform to close out their year. These latest additions include Bossier Federal Credit Union, Call Federal Credit Union, Financial Plus Credit Union, Greater Iowa Credit Union, North Iowa Community Credit Union, Meritus Federal Credit Union, OUCU Financial Credit Union, Peninsula Community Federal Credit Union, Police Federal Credit Union, Security First Federal Credit Union, ServU Federal Credit Union, TruWest Credit Union, and two credit unions to be announced.

"Our team selected KeyStone to transform both the member and employee experience by streamlining processes, enhancing personalization, and strengthening security," noted Chris Kearney, CEO of TruWest Credit Union. "With its modern architecture, person-centric data model, and powerful integration capabilities, KeyStone delivers the flexibility we need to meet the evolving needs of our members."

Corelation's signature events also reached new milestones in 2024: the annual Client Conference welcomed 1,540 attendees and the CEO & CTO Forum drew 166 participants. These gatherings brought

together credit union leaders from across the industry to explore emerging trends, exchange innovative ideas, and strengthen partnerships. But that's not all, Corelation plans on celebrating its 15<sup>th</sup> Anniversary in a big way this year during its Annual Client Conference, set to take place in San Diego from May 14-16, 2025 with some highlights of its own and, as always, it will be an event to remember.

In 2024, Corelation surpassed another major milestone, growing its team to over 400 employees. This expansion reflects the company's strong trajectory and commitment to investing in top-tier talent to support its clients.

Last, but certainly not least, Corelation can cap off its banner year with a 2024 Net Promoter Score (NPS) of 74, an industry-leading metric that underscores the company's dedication to client satisfaction. This achievement reflects the strong relationships Corelation has built with its clients and its commitment to delivering world-class service and innovative solutions.

"We are thrilled to celebrate achieving an NPS score of 74 at the close of 2024. This is a testament to the incredible talent and dedication of our Corelatives and the strong relationships we've built with our clients and vendor partners," said Lori Paige, Corelation COO. "Our clients' feedback fuels our passion for continuous improvement and delivering exceptional service. We deeply appreciate our client partners for trusting us to help serve their members and for being an integral part of this amazing journey."

As Corelation looks to the future, they remain focused on empowering credit unions to deliver outstanding member experience through innovative technology and personalized service.

On behalf of the entire Corelation Executive Team, President/CEO Rob Landis shared, "We are incredibly proud of what we've achieved in 2024. Reaching over 400 employees, achieving a stellar NPS score, and hosting impactful events like our Client Conference and CEO & CTO Forum demonstrate our unwavering commitment to our clients. With strong momentum heading into 2025, we are poised to continue advancing our mission to transform the core processing experience."

#### **About Corelation, Inc.**

Based in San Diego, CA, Corelation is the innovative core processor for today's credit union. This solution is a person-centric system that empowers credit unions to offer the best member service possible, enhancing their value for member attraction and retention. In terms of industry experience, Corelation's staff has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit [www.corelationinc.com](http://www.corelationinc.com).

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Corelation President/CEO Rob Landis