



## Background on 5Point Credit Union

5Point was founded in 1935 and is now one of the largest independent, not-for-profit financial institutions in Southeast Texas, committed to providing financial opportunities to the hardworking families in its area.

## Reasons for Choosing AI-Driven Lending With Zest

5Point wanted to say yes to more vehicle applications without adding risk. It wanted faster and more consistent decisions in its direct and indirect channels. Speed-to-value was important. Zest was able to get 5Point's new auto model implemented in one month.

## Target products & market

AUTO LOANS

**Region:** Southeast Texas

## Key Team Members

- CHRISTIE DOWNS, VP LENDING
- JENNIFER WEBB, SVP LENDING
- ERIK SHAW, CEO

## LOS Provider



TOTAL ASSETS	AUTO LOAN VOLUME (\$)	MEMBERS	BRANCHES
\$830M	\$240M	49,000	10

## Objectives

To grow its vehicle loan book and serve more members, 5Point Credit Union knew it needed to get even more competitive with the bigger banks and online lenders crowding into its market. 5Point's underwriting team is fast but the leadership wanted to get faster at saying yes to more applicants without taking on more risk through its indirect network.

## Challenges

5Point lending executives knew that AI could increase approval rates, but they were concerned about documenting the features and performance of an automated model, while staying compliant with fair lending regulations. Automating a mostly manual underwriting process takes some getting used to, so 5Point needed a team to work side-by-side with their own. The model decisions had to be reliable.

## Results

5Point worked with Zest to build an AI-driven vehicle underwriting model with 10x more variables, producing a more accurate ranking of delinquency risk. 5Point will be swapping in more good applicants than the ones it swaps out, producing a bump in yield with no added risk. The model is also more inclusive, reducing disparity in approvals across gender and ethnicities. Last but not least, it integrates smoothly with 5Point's LOS.

EST. ORIGINATIONS GAIN	EST. ANNUAL PROFIT GAIN
7%	\$1.5M
FEATURES IN ZEST MODEL	MONTHS TO DEPLOY
185	1