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Reputation and Innovation Solidifies Princeton FCU's Decision to Sign with Corelation

SAN DIEGO - July 22, 2020 - In due time, what is meant to be, will be. From witnessing how a core conversion can be a harmonious process (more than 15+ years ago) to now being the credit union having to embark on a core conversion, Princeton Federal Credit Union (\$131.8 million assets; 7,900 members; Princeton, NJ) chose the Corelation team and its flagship product, KeyStone, to accomplish this monumental endeavor. It is a true testament to the dedication and reputation of the founding Corelatives for their level of client service as well as their technological innovation, then and now.

“Providing quality service, financial solutions and value, while building trusted relationships with our members for a lifetime is what drives us in our daily interactions and intentions,” explained Princeton Federal Credit Union CEO Sam Paulicelli. “After being a part of the Corelation following, and seeing what the KeyStone platform offers, it was, and is, the right decision.”

According to Princeton FCU, the KeyStone superlatives consisted of: an unlimited potential in customization and third-party integration, including an impressive list of existing single sign-on capabilities, an intuitive user interface, and comprehensive data storage for analytics across the credit union.

“Throughout this process, despite the obstacles that stemmed from the global pandemic, the Corelation team has been very responsive to our questions; they continue to demonstrate their focus on client service,” added Paulicelli. “We, at Princeton Federal Credit Union, are ready and dedicated to combine our efforts with Corelation to have a successful conversion. We are looking forward to our future on the state-of-the-art KeyStone platform.”

Princeton Federal Credit Union is scheduled to convert in August 2021.

“When we launched our company more than a decade ago, we had a vision to shake the industry with what we believed to be the future of core processing. With our vision, our experience, and our commitment to supporting the success of credit unions, we were determined to make a difference. We celebrated our first client signing and we continue that tradition today,” voiced Corelation President/CEO Theresa Benavidez. “KeyStone has evolved into being the most robust and powerful core processing solution, and this new partnership between Corelation and Princeton Federal Credit Union marks the start of the undeniable success to come.”

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.

About Princeton Federal Credit Union

Born out of the tradition and excellence of Princeton University, Princeton Federal Credit Union (PFCU) was originally founded in 1972 by the faculty and staff of the University. We were chartered as Princeton University Employees Federal Credit Union and focused on serving the needs of this unique and diverse community.

Throughout the years we have expanded our field of Membership to include University students and the employees and families of nearly 100 local and regional, businesses and associations.

In 2008 we adopted our existing name reflecting both our proud origin and our continued intention to assist individuals and households in our community.

As our Membership has grown, so has our commitment to providing our members the guidance and expertise to help them thrive and achieve their financial dreams. From savings and transaction accounts, to credit cards and mortgages, PFCU proudly and consistently creates member value while embracing and driving change.

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Princeton Federal Credit Union CEO Sam Paulicelli