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\$1.3 Billion SF Fire Credit Union Acknowledges Success is in the KeyStone Details

SAN DIEGO - July 19, 2019: If there was one lesson to learn from the core search process, it was to ‘trust the process.’ SF Fire Credit Union (\$1.3 B assets; 70,900 members; San Francisco, CA) was advised to keep an open mind and to ask as many clarifying questions as needed. With that said, SF Fire’s core selection team whittled down their core competency requirements and found their answers in the KeyStone platform, as well as a culture fit with [Corelation](#)’s company culture. It was a perfect blend of technology and community.

“After asking numerous questions and attending onsite visits and demos, we are confident in our selection of KeyStone as our future core processor. Although some may consider Corelation a young company, we know that the people who make up the company are not novices by any means. They collectively bring a genuine and comprehensive breadth and depth of credit union software experience,” emphasized SF Fire CU President & CEO, Kathy Elser.

“We, as credit unions, hear time and again about the struggles between legacy core systems and their inability to integrate with industry vendors. Now, more than ever, it is imperative that we have a relationship with niche players, and we recognize that opportunity with Corelation’s KeyStone platform,” added Elser.

The credit union is scheduled for an April 2020 live date.

“We look forward to the organizational transformation this core conversion brings,” expresses Elser. “We will gain efficiencies while challenging the status quo of how we do things today, and we

anticipate a number of leadership opportunities for our staff as we continue to learn about all KeyStone has to offer.”

“SF Fire made it clear from the start that they needed a partner who aligns with their values,” says Corelation President/CEO Theresa Benavidez. “Our exceptional service, client focus, and transparency made us the perfect match. We pride ourselves on giving our clients the same level of care they give to their members.”

About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative core processor for today’s credit union. This solution is a member-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.



SF Fire CU President & CEO Kathy Elser

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