



**FOR RELEASE: MAY 28, 2024**

**CONTACT:**

Mike Lawson

[michael@dmlcommunications.com](mailto:michael@dmlcommunications.com)

760.845.8146

## **\$8.9 Billion Desert Financial Credit Union Renews Corelation Partnership, Extending Contract for 10 More Years**

**San Diego, CA - May 28, 2024:** Arizona's most trusted local credit union Desert Financial Credit Union (\$8.9 billion assets; 459,909 members; Phoenix, AZ) and leading credit union core processor Corelation, Inc. announce a renewed ten-year partnership. After nearly a decade on the KeyStone core, this extension signifies the success of Desert Financial and Corelation's collaborative partnership and the impressive growth trajectory of both organizations.

When Desert Financial signed with Corelation in 2014 they became Corelation's largest client, and in 2015 their implementation made them the first credit union with over \$1 billion in assets to convert to KeyStone. Desert Financial has experienced impressive growth since partnering with Corelation, having nearly tripled in assets from \$3.1 billion at the time of signing to approaching \$9 billion today.

"Corelation's innovative platform has made us more operationally efficient and eliminated limitations to our growth, empowering us to focus on our 'Give and Grow' philosophy. The more we give back by investing in our members, employees, and community, the more we grow," shared Ron Amstutz, Executive Vice President of Desert Financial Credit Union. "The openness of KeyStone, ability to integrate with any third-party vendor, and the system's ease of onboarding have enabled Desert Financial's significant growth over the last decade without a single merger."

Desert Financial's trust in Corelation has been instrumental in the success of both organizations. Through collaboration that has flourished since the inception of their partnership, Desert Financial has acted as a catalyst for enhancements to the KeyStone core that are now standard functionality available to all Corelation's clients.

"Our decision to select KeyStone ten years ago came down to the relationship. Our partnership began with the goal of helping make KeyStone the greatest core out there for credit unions - and together we have accomplished that. We are proud to extend our partnership with Corelation," added Amstutz.

In their initial years on KeyStone, Desert Financial was able to create efficiencies that enabled them to reallocate a number of IT personnel to launch SwitchThink Solutions, which now closely partners with Corelation. The IT Services CUSO is dedicated to optimizing KeyStone’s capabilities for their clients, a true testament to the transformational partnership.

“Desert Financial Credit Union is a shining example of leveraging technology to create an exceptional member experience, and we’re proud to support their mission of improving financial wellbeing for their members and community,” shared Corelation President Rob Landis. “Desert Financial has been an invaluable and collaborative partner to Corelation over the last decade and we are incredibly honored to extend that partnership for another ten years.”

### **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 [corelationinc.com](https://corelationinc.com).

### **About Desert Financial Credit Union**

Celebrating 85 years in Arizona, Desert Financial is the state's most trusted local credit union with over \$8 billion in assets, 450,000+ members and nearly 50 branches. Membership eligibility is open across Arizona with contactless solutions making it easy to click, call or come in. As a not-for-profit cooperative, Desert Financial takes pride in sharing success. In 2024, members received \$20 million in dividends via the Member Giveback Bonus. Desert Financial is the official retail banking partner of Arizona State University®. Federally insured by NCUA. Learn more at [desertfinancial.com](https://desertfinancial.com).

###



Desert Financial CU Executive Vice President Ron Amstutz