



**BENEFITS AND INSURANCE  
SPECIALISTS FOR CREDIT UNIONS**

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**FOR IMMEDIATE RELEASE  
January 26, 2024**

## **Executive Benefits CUSO Announces Record Earnings in Second Year of Business, Board of Directors approve a Limited Number of New Equity Memberships for Interested Credit Unions.**

*BenefisCU powered by TriscendNP, a CUSO offering executive benefit solutions, CUOLI and other advanced insurance products.*



**January 26, 2024 – Dallas, TX** - Building on its profitable first year of operations, [BenefisCU](#) announced record earnings of just over \$2.2 million in 2023 resulting in an average return on invested capital of 58% for its credit union investors.

BenefisCU, a CUSO, provides executive benefits, CUOLI, 457(f), long-term care, split dollar plans, and many more customizable solutions to serve credit unions and their business members nationwide.

“Despite rising interest rates and other challenging economic factors, we nearly doubled our revenue this year, allowing us to continue making a meaningful impact, strategically and economically, for our credit union partners” said CEO, Alexandria Staron.

“Our partnership with BenefisCU has not only provided value by helping us modernize our benefit plans, it has also been one our best performing CUSO investments after just two years in business” said Jack Biggs, BenefisCU Director and CFO of Desert Financial Credit Union.

In response to its early success, the Board of Directors has approved the availability of a limited number of new Equity Memberships for interested credit unions. Chairman of the Board Kerry Wahlen, President and CEO of Goldenwest Credit Union added, “the business model has been proven, and now It’s time to bring the collaborative power of partnering with BenefisCU to more credit unions nationwide.”

Associate-level membership partners are also available to qualified credit unions. Interested credit unions can learn more by visiting [BenefisCU.com](http://BenefisCU.com) or calling (972) 318-1110.

Current credit union equity members include [Goldenwest Credit Union](#), Ogden, UT; [MAPS Credit Union](#), Salem, OR; [Redstone Federal Credit Union](#), Huntsville, AL; [Desert Financial Credit Union](#) Phoenix, AZ; [Reseda Group](#), East Lansing, MI; [Sandia Labs Federal Credit Union](#) Albuquerque, NM; [University Federal Credit Union](#) Austin, TX; [Oregon Community Credit Union Eugene](#), OR; and [American Heritage Federal Credit Union](#), Philadelphia, PA. Other equity members include [TriscendNP, LLLP](#), Flower Mound, TX and [Dollar Associates, LLC](#), Birmingham, AL.

**About BenefisCU powered by TriscendNP**

TriscendNP's expertise is in helping organizations retain key leadership with executive benefits and business protection plans that mitigate risk, reduce costs, and generate revenue, so they can rest easy. TriscendNP is redefining the standard of excellence through leadership, doing everything honestly and with integrity, and sharing success. <https://triscendnp.com/>

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