

Answering Years of Member Demand: How Quest Federal Credit Union Stood Up Extended NCUA Insurance in 30 Days

First depositors live
in 30 days

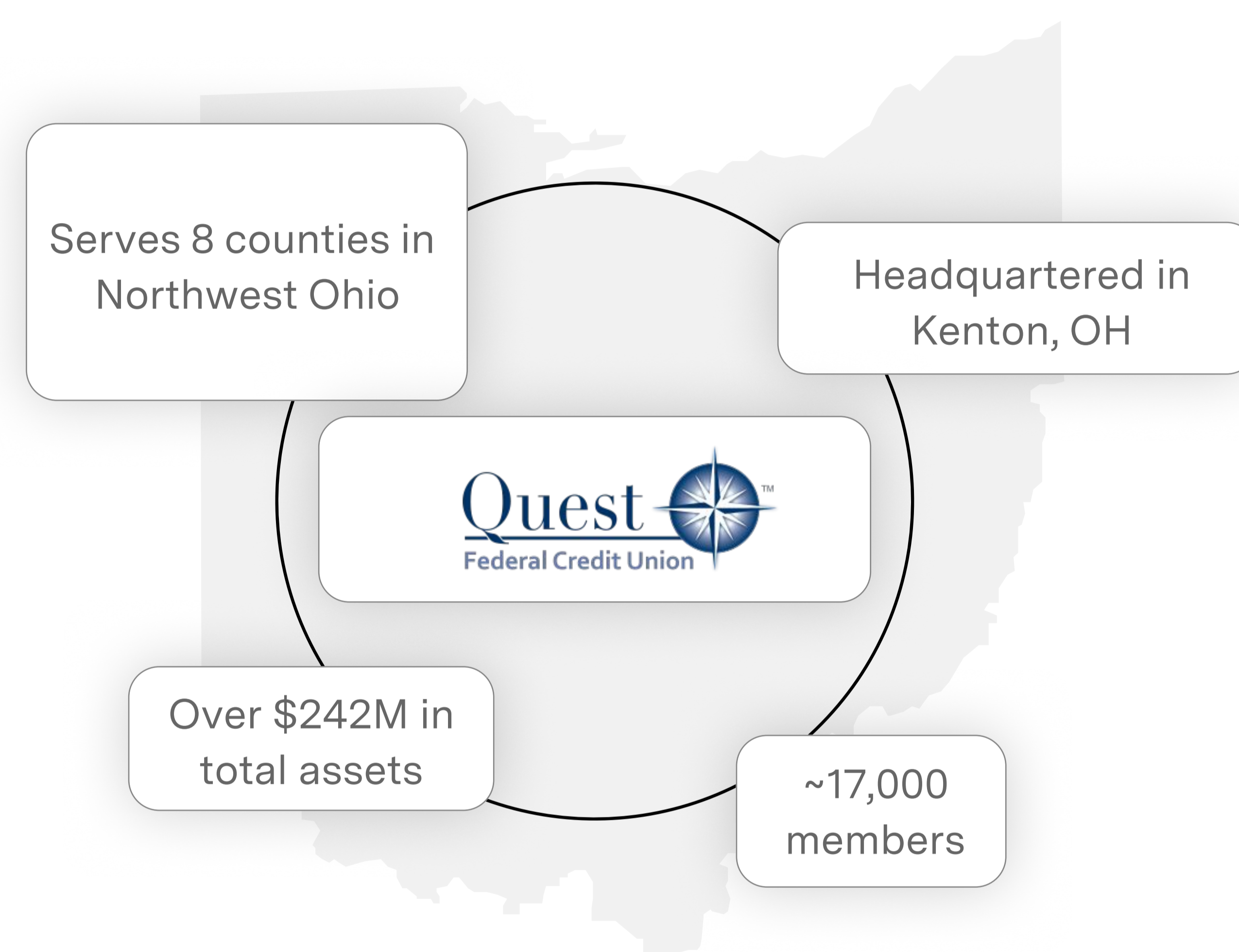
\$5M+ initial deposit
goal exceeded

Members live across various
balances and use cases

About Quest Federal Credit Union

Quest Federal Credit Union, headquartered in Kenton, Ohio, serves an 8-county region across Northwest Ohio. Quest holds more than \$242 million in assets and nearly 17,000 members.

Quest's roots go back to 1969, when employees of Rockwell International founded what was then Kenton Rockwell Standard Federal Credit Union, signing up new members on their lunch breaks and carrying membership cards in their lunchboxes. The credit union rebranded to Quest Federal Credit Union in 2010 and has continued to expand its field of membership. In 2025, Quest added five counties (Crawford, Hancock, Putnam, Seneca, and Union) furthering their service in the Ohio region.



The Challenge: Keeping High-Balance Members Without the Workaround

Several members wanted to consolidate their financial relationships and make Quest their primary financial institution. However, their balances exceeded the NCUA Insurance Limit of \$250,000. To stay covered, members spent time surveying rates at other institutions and moving funds across town to keep deposits within insured limits.

Quest saw retired farmers collecting cash rent twice a year come to them with \$400,000 spread across two accounts. The farm account always pressed up against the \$250,000 limit. Each rent cycle meant another round of rate shopping, opening new accounts at other institutions, and moving deposits to keep coverage in place.

"It would take up valuable time deciding where to transfer funds each time they matured or were deposited. Many times they would come to Quest to see what we suggested they do with the funds."

Paige Wallace, Chief Financial Officer, Quest Federal Credit Union

The Solution: A 30-Day Activation Built Around Member Demand

Quest signed with ModernFi CUSO and was looking to activate quickly, ideally in less than 30 days. After a mid-October onsite that brought all branch managers together for product training, Quest was able to launch. ModernFi CUSO provided account-opening resources, branch materials, and example outreach letters that branch VPs adapted for member conversations. The onsite mattered as much as the timeline.

As CEO Matthew Jennings put it: "ModernFi CUSO knocked it out of the park with the speed they put onboarding together. The fact that the team came to us and provided a meal and spent time, not just a virtual meeting, was highly impactful."

ModernFi CUSO gave Quest:



Extended Insurance, Simplified

Members consolidate at Quest with eligibility for pass-through NCUA insurance at network credit unions.



Member Time Returned

No more rate-shopping or driving across town to keep balances within insured limits.



Branch-Ready Workflows

Branch VPs reach members directly with templated outreach letters and on-the-spot conversations.



Reciprocal Liquidity

Every deposit placed in network brings reciprocal funding back onto Quest's balance sheet.

The Impact: Goal Set, Goal Exceeded

Quest had an original goal of \$5 million in the network and they quickly exceeded it. Adoption spans every balance tier:

- Members with millions of dollars on deposit who continue to make regular contributions
- Members making smaller, recurring monthly deposits into the network



Matthew Jennings
Chief Executive Officer



Our members had asked for this type of product for years. We asked for it to be up and running in 30 days, and ModernFi CUSO was able to complete the task.



Looking Ahead: Members at the Center of an Expanded Footprint

For Quest, partnering with ModernFi CUSO turned a member-retention problem into a relationship advantage. The credit union now has a tool that meets members where they are, regardless of balance, and a foundation for continued growth across its expanded 8-county footprint in Northwest Ohio.

Learn more about how ModernFi CUSO can support you and your members

modernfi.com/cuso