



CU:REALM Live! 2025 • San Diego, CA

Lend Deeper and Wider in 2025

You're invited! Join us for our only in-person, members-only event of the year. Credit union pros gather to openly share success stories, pain points, and tactics to succeed in a purchase marketplace. Here's a look at our agenda (*all times are in PT*).

Monday, April 14

**The meeting will begin at 1:30 p.m. on Monday, with registration from 12:30-1:00 p.m. The day will end at 5:00 p.m. Following our Monday sessions, we will gather for cocktails and dinner at 6:00 p.m. Exact times of sessions will be shared closer to the event.*

Day 1 Snapshot

Registration

Welcome

Economic Keynote Speaker: Selma Hepp, CoreLogic

Utilizing Market-level Mortgage Data to Increase Referrals and Grow Originations

CU Leadership Roundtable #1

Tuesday, April 15

**There is an optional networking breakfast starting at 8 a.m. The meeting will begin at 8:50 a.m. and conclude at 3:00 p.m. Exact times of sessions will be shared closer to the event.*

Day 2 Snapshot

Networking breakfast

Leveraging Tech to Better Mine Your Member Database for Opportunity

Panel #1

CU Leadership Roundtable #2

Networking lunch (sponsor-provided)

Panel #2

CU Leadership Roundtable #3