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NEW JERSEY'S LEADING CREDIT UNIONS

Serving Those Who Care for Others

Healthcare Employees Federal Credit Union leverages local expertise, competitive financial products, and relationship-driven service to help members achieve their financial goals.

“Everybody is welcome at our credit union, no matter who they are,” says Jason Reed, CEO of Healthcare Employees Federal Credit Union (HEFCU). “We’re here to empower all of our members and support their financial journeys through services rooted in dignity and respect.”

Founded in 1984 to support New Jersey’s hospital workers, HEFCU now serves more than 14,000 members. The credit union offers many of the same services as a bank, including checking accounts, CDs, youth accounts, home loans, and other everyday financial products. Unlike a bank, HEFCU is a member-owned financial cooperative. Instead of passing profits to shareholders, the credit union uses those earnings to deliver better products and services and a better member experience.

“We’re not solely focused on generating profits,” Reed says. “Our goal is to provide our members with the financial solutions and



support they need to thrive. This means we’re able to offer loans with lower interest rates while also providing higher rates on deposits. Our credit card rate is as low as 8.99%. It’s very difficult to find such reasonable rates outside of a credit union.”

HEFCU membership is open to employees at more than 250 companies and organizations across the state, as well as their immediate family members. The credit union is also open to other individuals through participation in a foundation. In addition to the credit union’s physical locations in Princeton and Mount Holly, HEFCU provides comprehensive online and mobile banking options while also participating in a shared branch network, enabling members to use approximately 5,000 branches nationwide. No matter where they are, members can always count on HEFCU’s team to provide responsive service and expert support.

“When our members call us, they know a real person who actually works here will pick up the phone,” says Reed. “They won’t be dealing with someone at an outsourced call center reading from a script. They’ll be working with someone who is empowered to make real decisions. That’s extremely important, particularly when it comes to better member service.”

Locally Focused

Just as HEFCU prioritizes strong member relationships, it also believes financial decisions are best made by people who understand the communities they serve. Loan decisions are

made at the local level by experts who understand the New Jersey market.

“We’re in one of the most competitive and challenging real estate markets in the country,” says Reed. “That can make it very difficult for people looking for a home loan. We have a deep understanding of the local market and know what makes sense for our members. We’re able to use that knowledge to help them reach their goals.”

HEFCU provides a variety of lending options, helping members finance everything from cars to student loans. The credit union also offers a range of additional financial services through trusted partners, connecting members with vetted resources for everything from auto insurance to estate planning and wealth management services.

By combining competitive financial products with personalized service and local expertise, HEFCU helps members navigate life’s biggest financial decisions with greater confidence. HEFCU is committed to being a trusted financial partner every step of the way—the credit union where everyone gets better.



Jason Reed, CEO



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