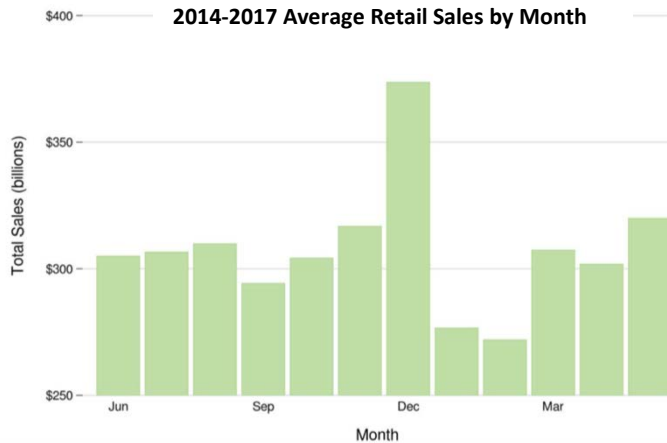


## Snatch Borrowers From High-Rate Retail Cards With a Recapture Campaign

Consumers rack up a lot of credit card debt over the holidays. Retail sales in December are more than \$50 billion higher than any other month of the year, according to the [Consumer Financial Protection Bureau](#).

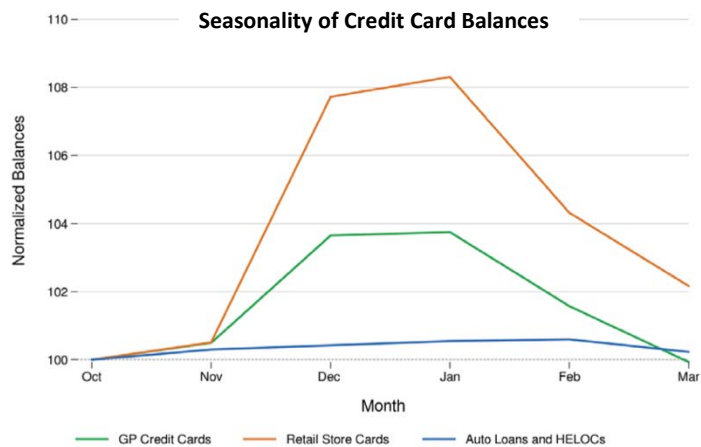


A good bit of this spending is done on credit. General purpose credit card balances are expected to increase nearly 4% above their October baseline and these balances then decrease to near that baseline by March, according to the CFPB. Retail store cards, however, grow more than 8% above their October baseline, and consumers take longer to pay them down to their pre-holiday levels.

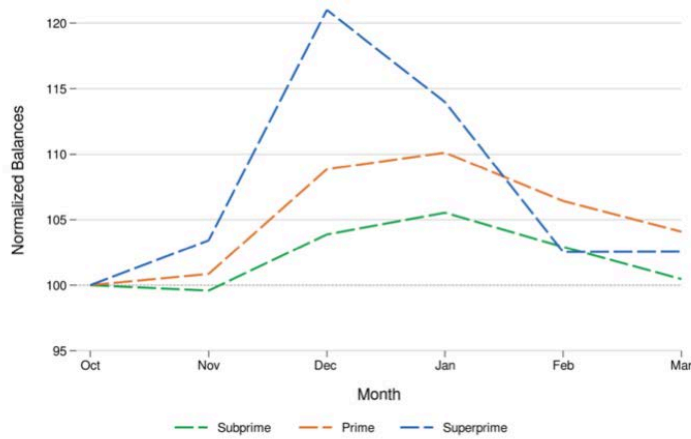
***Listen to our experts Oct. 11 as they outline the landscape and explain how Ser Tech can help your credit union grow loans! [Click here to register today.](#)***

That perfect storm presents community financial institutions with a great opportunity for balance transfers! You may not be able to compete with whatever holiday specials the retailers are offering on the frontend, but your community bank or credit union can be the savior of some borrowers who end up paying exorbitant rates on a retail credit card.

For those you can capture before the holidays, which you've already prepared for since [Ser Tech's blog post and webinar](#) earlier this year, you've got some prime interest and swipe fee earnings ahead. Consumers with prime credit scores increase their credit card balances by nearly 5% in December and January over their October baseline amounts, CFPB reported. And the superprime borrowers boost their balance by more than 12% over their October baseline balances. Both then exhibit declines between January in March.



RETAIL STORE CARDS



However, the prime – and particularly the superprime credit card borrowers – who take retail store cards are not as quick to pay down. Grab these borrowers’ attention and their credit with an excellent credit card recapture program to help them reduce their post-holiday stress and wallets, while you line your bank or credit unions’ pockets.

Credit card debt is at an all-time high of \$1.037 trillion across the U.S., according to [The Balance](#). Still, credit card debt accounts for 26.5% of total debt, which is well below its peak in 2008 at 38%. As auto loans are expected to decline in the next year or so, credit cards are a great way to diversify or change up the mix of your portfolio.

***Learn more during our Oct. 11 webinar, Planning Ahead – Fetch Marketing. [Click here to register and learn more.](#)***