

# Partnering with MMI leads to Effective Customer Solutions

MMI's Debt Management Plan improves the financial health and wellbeing of your customers while supporting your business goals

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*A Special Report for Lenders and Creditors*

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## Introduction:

**To better understand the debt landscape that Americans are facing, Money Management International (MMI) commissioned a survey, and we're sharing our findings to help you and your customers achieve your goals.**

We are doing this because we've heard from our clients about how important it is for creditors and lenders to know about MMI's nonprofit programs. Included in this white paper are ways we hope to engage you in partnership, so that individuals in need of debt management support get the help they need through the solutions MMI provides. If you are interested in learning more about how you can partner with us, please contact [Tom.DePoy@MoneyManagement.org](mailto:Tom.DePoy@MoneyManagement.org).

## About the Survey

This survey was conducted online within the United States by The Harris Poll on behalf of Money Management International from June 2-6, 2022 among 2,027 U.S. adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact [Thomas@MoneyManagement.org](mailto:Thomas@MoneyManagement.org).

## About MMI

Money Management International (MMI) is a nonprofit that is changing how America overcomes financial challenges. MMI helps create, restore, and maintain a life of financial wellness through empowered choices. For over 60 years, our clients have achieved financial confidence through programs that educate, motivate, and liberate. MMI inspires action by delivering expert professional guidance and timely solutions aligned with our client's goals.

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## Key Findings:

Finding 1: **Roughly three-quarters of Americans (74%) have needed credit card debt advice. However, among them, an overwhelming majority (91%) did not always seek it from a professional, with more than half (55%) saying they never sought credit card debt advice from anyone.**



Our deep counseling relationships and client focus groups revealed that lenders and creditors who recommend MMI can make a profound difference in helping their customers manage debt. In fact, having their financial institution proactively offer MMI's services has been a request from clients who view it as a key first step for those who may be too ashamed or stigmatized by debt to take unprompted action.

*"People don't know to ask for help. Maybe their financial institution needs to be the first one to talk and say, 'Hey, are you struggling with your bills? You know, because if you are, here is an avenue that could work for you.'"*

–MMI Client



**Solution:** Refer those in need of debt management support to MMI, building a deeper relationship with your customers by connecting them to a trusted, empathic resource.

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## Key Findings:

Finding 2: **Among those who did not seek needed credit card debt advice, the top reason for not doing so is they didn't think their debt was bad enough (32%).**

Finding 3: **The majority of Americans who sought credit card debt advice from a professional (75%) say they wish they had contacted them sooner.**

Many of our clients, like most Americans at large, have had little guidance on personal finance and debt management, so they seek support when they are already in crisis. Creditors and lenders are uniquely positioned to make timely referrals to MMI, which can help your customers avoid falling deeper into debt while strengthening your relationship and building loyalty.



**Solution:** Suggest an MMI Debt Management Plan (DMP) to your customers. Being proactive strengthens your relationship and their loyalty to your brand.

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*"I would say MMI's debt management plan literally saved my life. I'm on my way to be credit card debt-free while also paying off my student loans."*

*—Joanne Lee of West Lafayette, Indiana saw her credit score jump from 707 to 818 as she paid off more than \$25,000 in debt through a DMP with MMI*

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## Key Findings:

Finding 4: **More than 3 in 5 Americans (62%) say the option of an online live chat would increase their likelihood of engaging with a professional for credit card debt advice if they needed it.**



Stigma is one of the reasons our clients gravitate to the internet for support. MMI offers free [online debt counseling](#) supported by live chat, with [a smartphone app](#) for those who choose MMI for debt management. We carefully analyze the financial information your customers share with us and provide them:

- Money-saving recommendations
- A personalized spending plan
- A debt management plan estimate, including monthly payment and total savings ([Example](#))



**Solution:** [MMI's free online debt counseling provides relief and is supported by live chat 24/7. MMI's Peer Advocate Program is helping reduce blockers of stigma and shame.](#)

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*"Our group of nearly 200 MMI Peer Advocates have paid off huge amounts of debt - over \$9 million combined - inspiring others drowning in debt that it's ok to reach out for help."*

*-Thomas Nitzsche, Sr. Director of Media and Brand at MMI*

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## Key Findings:



Finding 5: **Over three-quarters (77%) of respondents said their stress level was reduced after contacting a professional for credit card debt advice.**

Feelings of stigma and shame prevent many from seeking our debt management support, creating stress that can have serious health consequences. By providing a lifeline through MMI you're supporting your customers physical, emotional, and financial wellbeing. Our empathetic experts provide non-judgemental assistance that empowers your customers to achieve their goals.

*"For me, once I got to a point that it was overwhelming and stressful, it became much easier to have MMI step in and assist me with breaking it up into payments that felt more realistic."*

—MMI Client



**Solution:** MMI offers free confidential advice from NFCC-certified counselors on a range of topics:

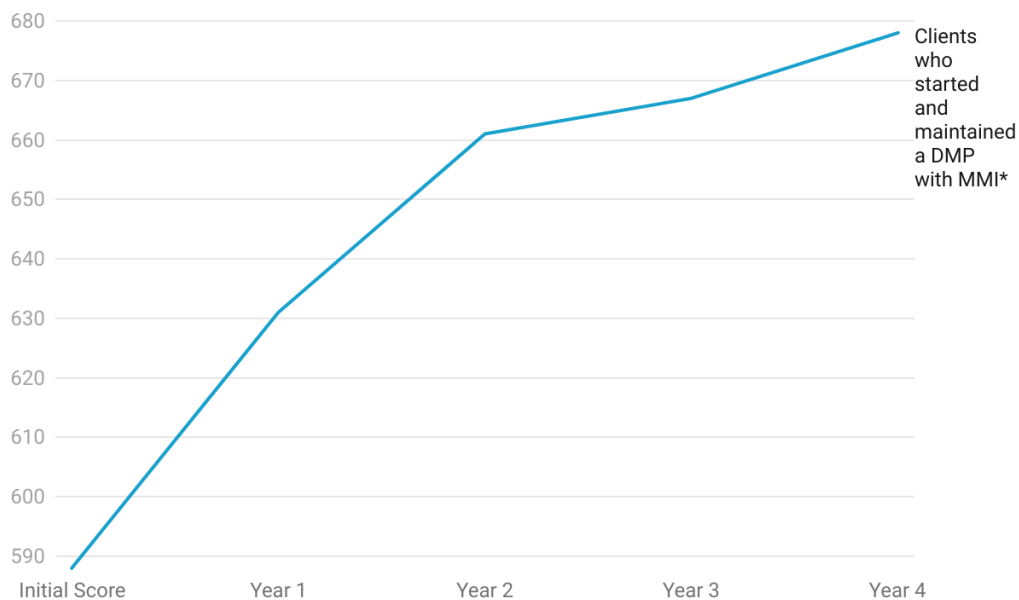
- Debt Repayment
- Foreclosure Prevention
- Homebuyer Education
- Reverse Mortgages
- Disaster Recovery
- Student Loan Options
- Budgeting Skills
- Credit Building

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## Key Findings:

Finding 6: **Nearly three-quarters of Americans (73%) felt more comfortable connecting with a third-party financial professional than dealing with their creditors directly to manage their outstanding credit card debt.**

MMI is compassionate and objective, and since your customers don't owe us, they may feel more comfortable working with us. Our history of success also builds trust: Clients who started and maintained a debt management plan with MMI saw their credit scores improve by 90 points from program start to finish (588 to 678), moving the average client credit score into the prime credit range.



*\*Individual outcomes will vary, and results are not guaranteed.*

Source: Money Management International • Created with Datawrapper

*"I would say it was the best thing I could have done with my financial struggles. MMI really helped me get back on my feet."*

*-MMI client Marlon Ibarra of Los Angeles County, California*



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## Partner with us:

MMI is committed to partnering with creditors and lenders to provide support to customers who need help with debt management. We hope the survey findings and solutions serve as a resource to better understand their needs. If you are interested in learning more about MMI and how we may work together please contact:

Tom De Poy, SVP of Industry Relations

602.319.7556 | [Tom.DePoy@MoneyManagement.org](mailto:Tom.DePoy@MoneyManagement.org)

*"I'm a private person, and because of the whole shameful side of it, I didn't want to talk to my parents or get help from them. MMI was able to help me keep it private and they would walk me through all the questions that I had, which was really nice because I never had a person that I could ask all these questions of."*

–MMI Client during focus group

*"MMI really helped make my life better. I had started the program because I was not only drowning in debt, but I had met someone at the time that I was becoming really serious with, but I knew she would not want to be with somebody with that much debt. We actually just got married right after I paid off the program. So it's good. MMI really helped that come true."*

–MMI Client during focus group





## Join industry leaders:

We proudly maintain numerous partnerships across multiple industries, leveraging our talent, technology, and expertise to help organizations and the consumers they serve. Together, we can improve the lives of the families and individuals across America.

### We are uniquely qualified to earn your trust.

**Nonprofit:** As a 501(c)(3) nonprofit organization, we take pride in providing unbiased advice and expert guidance to consumers in times of financial instability.

**Expertise:** We know money management – it's right there in the name. We have over 60 years of experience in financial education. Our certified counselors are empathetic experts with a 12-year average tenure.

**Professionalism:** We love what we do, but we take our work and your partnership seriously. We pride ourselves on our capability, reputation, and culture.

**Security:** We are the only agency in our sector to be certified PCI DSS compliant, ensuring our systems and processes are secure.





**Connect with us:**

