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Callahan & Associates Releases Peer+ - The Future of Credit Union Benchmarking and Comparative Analytics

WASHINGTON, DC – Intuitive design. Faster analysis. Enhanced reporting. All packaged into a sleek, modern interface. These are just a few of the changes users can expect to see with the launch of Callahan’s newest analytics tool, Peer+, now available in beta to all Callahan clients with access to Peer-to-Peer.

Peer+, Callahan’s classic Peer-to-Peer software, reimagined combines performance analysis and market share data into one easy-to-use platform.

“By combining performance and market share data, into one platform, we’re excited to make analysis easy and powerful for our users,” said Alix Patterson, chief experience officer at Callahan & Associates. “Our goal is to help the credit union industry make data-backed strategic decisions and share data openly among their organizations.”

In Peer+, users can easily compare the performance of credit unions to other cooperatives and banks using NCUA 5300 Call Report, FDIC Call Report, Home Mortgage Disclosure Act (HMDA) Data, socio-economic data, census data, and more. Other features of Peer+ include:

- A new interface with intuitive navigation, making it easier for users to find what they are looking for when analyzing credit union data.
- A streamlined workflow for creating and editing peer groups and custom displays.
- Enhanced functionality that allows users to see changes to formulas and charts in real-time, as well as autosave functionality in custom displays.
- Market analysis (MarketAnalyzer) which includes access to demographic, HMDA lending, and deposit dynamics at the geographic level.
- Dashboard displays make it simple for users to look at and compare multiple metrics in one view.

“At Callahan, we believe credit unions shouldn’t have to choose between managing today and building a better tomorrow,” said Patterson. “Peer+ is designed to help users take complex data and make it easily digestible while increasing economic opportunity in their communities.”

Excited? Us too! To get started, [log into your client portal](#) and click on Peer+ in the quick links. To dive deeper into Peer+, sign up to join us for [an upcoming training](#) and keep an eye on your email for new features, news, and announcements.

Non-clients can learn about Peer+ [here](#).

About Callahan & Associates

For more than 35 years, Callahan & Associates has helped credit union leaders identify strategic growth opportunities that increase member value. We create meaningful dialogue, connect people, provide counsel, and help organizations thrive through our competitive analytics, best-practice media, leadership consulting, and collaborative ventures. Our clients grow assets, members, shares, and loans faster than industry averages. Learn more at www.callahan.com.