

PRESS RELEASE

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Callahan's Evolving Software Empowers Credit Unions To Serve More Effectively

WASHINGTON D.C – Callahan & Associates, the leading data solutions provider for credit unions, is excited to introduce a long-awaited transformation within its product lineup. Users who've relied on BranchAnalyzer to evaluate branch performance and identify market opportunities can now conduct their analysis within Peer Suite.

This evolution marks a pivotal step in Callahan & Associates' mission to arm credit union leaders with user-friendly data for strategic decision making and long-term success.

A New Chapter For BranchAnalyzer In Peer Suite

Leveraging new dashboards and visualizations in Peer Suite's Market Share Reporting library, new and seasoned users can deliver more comprehensive strategies to serve their members' needs and communities more effectively.

- **Enhanced User Experience:** Peer Suite is equipped with an intuitive, user-friendly interface that simplifies data evaluation for credit union leaders.
- **In-Depth Branch Analysis:** The platform streamlines an array of market share data, including Home Mortgage Disclosure Act (HMDA), branch deposit data, U.S Census and demographic insights, enabling credit unions to make informed decisions for their members and community.
- **Branching Opportunities:** Credit unions can explore new markets and evaluate existing branches with precision, ensuring more strategic and member-focused initiatives.
- **Competitive Insights:** Credit unions can more easily analyze the competition – both from other credit unions and banks – to refine their strategies and stay ahead in a dynamic market.
- **Demographic Assessment:** Credit unions can assess the demographic attributes of various markets, allowing them to make well-informed choices and strategies that are better aligned with their cooperative goals.

"At the core of the credit union philosophy is the commitment to members and communities." remarks William Hunt, Callahan's senior industry analyst. "The advancements with Peer Suite underscore this commitment by offering credit unions the tools to ensure they are meeting the needs of their local membership, thereby securing their place in the industry's future."

With this transition, Callahan reaffirms its vision of making powerful, user-friendly data analysis tools accessible to credit union leaders. To learn more about how your credit union can leverage market share data for strategic planning, please [reach out here](#).

About Callahan & Associates

For more than 35 years, Callahan & Associates has helped credit unions thrive. More than 4,000 credit unions and industry suppliers rely on us for the latest data, actionable insights, and benchmarking tools to develop their unique competitive advantages and achieve their strategic goals. Our 35-year history has enabled us to build an unparalleled knowledge-transfer consortium which connects the industry's best minds. To join Callahan's network, please visit www.callahan.com.