



1001 Connecticut Avenue NW | Suite 1001 | Washington DC 20036
tel: 800.446.7453 | 202.223.3920 | fax: 800.878.4712 | www.callahan.com

PRESS RELEASE

For Immediate Release: January 16 th, 2023 For More Information: Hannah Kaslow, Product Marketing Manager, Callahan & Associates, hkaslow@callahan.com

Callahan & Associates Invites Credit Unions To Participate In Annual Non-Interest Income (NII) Survey

[Washington, D.C] – To empower credit unions with the actionable insights needed to refine their non-interest income (NII) strategy, Callahan & Associates is excited to announce the launch of its annual non-interest income (NII) survey.

The survey, covering 17 detailed NII categories beyond the 5300 Call Report, provides participants with a comprehensive understanding of trends, alternative income sources, and the ability to answer key questions to shape their own strategies.

Including categories such as overdraft fees, mortgage servicing fees, card fees, and more, participants can answer key questions such as:

- *Are other credit unions working to reduce their fee impact on members? How?*
- *How reliant are others on specific non-interest income sources?*
- *How will reducing overdraft fees impact our revenue?*
- *How does our card transaction volume compare to our peers?*
- *Could changes to our composition improve how members view us?*
- *Are there other sources of non-interest income we should consider?*

Benefits of Participation:

All participating credit unions will receive an exclusive copy of the *Annual Non-Interest Income (NII) Report* at the end of February 2024. This report serves as a valuable resource for strategic planning, allowing credit unions to identify growth opportunities and enhance their financial performance.

How to Participate:

To receive the detailed report, credit unions are encouraged to [schedule a meeting](#) with a Callahan Credit Union Advisor. Callahan’s team will help answer questions and provide the survey and instructions.

[Schedule a Meeting](#)

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.