

PRESS RELEASE

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Callahan Gives Every Credit Union Access To Performance Insights

Washington, DC – Callahan & Associates announced today the launch of **CU Profiles**, a new free plan within its performance measurement platform, Peer Suite. Built on the belief that every credit union deserves access to clear, meaningful data, CU Profiles removes the cost and complexity that has historically kept institutions from the insights their peers rely on. Designed exclusively for credit union employees, CU Profiles gives leaders a no-cost, no-manual-work way to understand how their institution is performing and gain the clear, actionable insights needed to make decisions that lead to better member outcomes.

For too many credit unions, turning call report data into meaningful insight has meant hours of manual work or simply going without. CU Profiles is built to empower leaders with data-driven context to tell a more complete story about where the credit union stands today and where it can go next to support planning, board conversations, and ongoing performance monitoring. The financial analytics platform removes that friction by delivering clear, formatted views and peer context in minutes.

“Credit unions need clear, credible insights to make smart decisions,” said Jennifer Davis, Senior Vice President. “CU Profiles helps bridge the gap between raw data and real understanding — making it easier to see the story and act on it.”

CU Profiles helps credit union leaders:

- Access industry call reports weeks ahead of the public quarterly release.
- Research credit unions with profiles covering financials, key executives, vendor relationships, and branch locations.
- Add performance context with formula breakdowns and AI-powered explanations on the credit union dashboard.
- Analyze key performance metrics with ready-to-use, formatted reports.
- Benchmark performance against asset-based peer groups that go beyond standard regulatory peer groupings.

Callahan believes every credit union, regardless of size or resources, deserves access to data that is clear, fast, and built to drive action. CU Profiles is that starting point: a powerful, free tool that helps leaders understand where their credit union stands today and make confident decisions about where it goes next.

How To Get Started

Credit unions can register for CU Profiles [here](#) and begin exploring their performance in just a few clicks.

About Callahan & Associates

For over 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions to ensure their long-term relevance. They accomplish this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at www.callahan.com.