NEW FEATURE

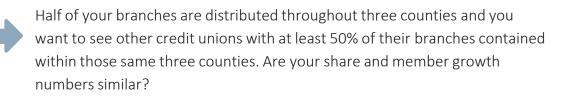# Filter Your Market By Geography Down To The Branch Level

The Problem

You want to pull a peer group of local credit unions. You filter by a particular region/county/state in Callahan's Peer-to-Peer and the results pull all credit unions with a headquarters in that geographical selection. Great start, but what about those credit unions that have a branch in your selection, but not a headquarters? Wouldn't it be interesting to include them in your analysis?

The Solution

Now you can expand your analysis and filter to include credit unions that have a certain number or percentage of branches in your selected location. Peer group game changer.

Here's How You Might Use It.

➤ Half of your branches are distributed throughout three counties and you want to see other credit unions with at least 50% of their branches contained within those same three counties. Are your share and member growth numbers similar?

➤ You only serve credit unions in Maryland so you want filter by those that have 100% of their branches in Maryland just like you. Are your originating loans at the same pace?

➤ You have 5 branches in California and only want to look at credit unions that also have that many branches in California. Are you operating as efficiently as those peers?

For instructions on how to use the new feature in Peer-to-Peer, watch this short how-to video or log in to get started.

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