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### Press Release

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**Callahan Releases Performance Benchmarking Guide for Credit Union Leaders**

**Washington, DC –** A newly released, free guide from Callahan & Associates – a leader in credit union performance analysis – shows top credit union executives how to more effectively benchmark against other financial institutions to gain a clearer picture of their performance.

[*The Comprehensive Guide to Credit Union Performance Benchmarking*](http://go.callahan.com/performance-benchmarking-guide.html?rs=press-release&cid=benchmarking-guide-06-2015) highlights the most important metrics credit union chief executives and heads of finance, lending, operations, marketing, and human resources need to look at when measuring performance. Additionally, the guide breaks down the formulas that go into calculating the metrics, plus the internal and external factors that influence them.

In addition to the most important metrics to benchmark, the guide also educates top executives how to improve their performance benchmarking efforts. Various methods for gathering data to benchmark against, such as the NCUA 5300 report, state league reports, and data software are covered in detail. Also included in the guide is a section identifying common performance benchmarkng pitfalls and how to avoid them.

“We created *The Comprehensive Guide to Credit Union Performance* *Benchmarking* because more accurate, efficient performance analysis leads to better strategic decisions, and better credit union decisions means a stronger credit union industry,” said Alix Patterson, COO of Callahan & Associates. “Not only will the guide help industry professionals better analyze their performance, but they’ll learn how to leverage the data to shape their decisions as well.”

[Click here](http://go.callahan.com/performance-benchmarking-guide.html?rs=press-release&cid=benchmarking-guide-06-2015) to receive a free copy of the guide.

Callahan & Associates is dedicated to helping the credit union industry thrive. Our team of experts provides leading research, analytics, networking, and consulting solutions. More than 4,000 credit unions and industry suppliers rely on us for the latest data, actionable insights, and benchmarking tools to develop their competitive advantages and achieve their strategic goals. Our 30-year history has enabled us to build an unparalleled knowledge transfer consortium that connects the industry’s best minds. *To learn how you can join Callahan’s network, please visit* [*www.callahan.com*](file:///C:\Users\slopez\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\UIFIIFPP\www.callahan.com)*.*

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