

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 five 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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