



Media Contact:

Amy Glas

aglas@leaderscu.com

731-664-1784 ext.1213

Website: leaderscu.com

Twitter & Instagram: [@leaderscu](https://twitter.com/leaderscu)

Facebook: facebook.com/leaderscu

YouTube: [@leaderscreditunion](https://youtube.com/leaderscreditunion)

FOR IMMEDIATE RELEASE

Forbes Names Leaders a Top Credit Union in Tennessee

JACKSON, Tenn. (July 1, 2025) – Leaders Credit Union, a member-owned financial cooperative based in Jackson, Tennessee, was one of three credit unions named in Tennessee by Forbes as a top credit union for the state. Forbes released the announcement June 17, 2025, in partnership with Statista. Leaders was named the 2nd ranked credit union and the only West Tennessee Credit Union named.

“We are honored to be recognized as one of the top credit unions in Tennessee,” stated Todd Swims, President and CEO of Leaders Credit Union. “This recognition reflects our deep commitment to providing outstanding member experience and building lasting relationships with those we serve. We believe that combining personal service with high-quality, competitive financial products makes all the difference.”

To create this ranking, Forbes partnered with Statista, a market research firm, to survey 26,000 Americans about their local banks and credit unions. The survey examined which financial institutions respondents used, how long they had been members, and their opinions about products and services. They also asked about factors of trust, customer service, digital tools, quality of financial advice, and if fees were transparent and reasonable. Statista also assessed more than 500,000 public reviews written about financial institutions between February 2022 and March 2025. Ultimately, the institutions with the highest overall scores made the rankings.

“Our members are at the heart of everything we do, and this honor is a testament to the trust they place in us every day,” said Karen Freeman, Chief Operations Officer at Leaders Credit Union. “Behind the scenes, we work hard to ensure our systems are seamless, our services are reliable, and our products deliver real value. It’s this strong foundation that allows us to support meaningful member relationships and an experience our members can count on.”

For the complete article, visit Forbes. To learn more about Leaders Credit Union and how they can help you on your financial journey, visit leaderscu.com or visit one of their branches in West Tennessee.

About Leaders Credit Union

Leaders Credit Union is a not-for-profit, member-owned financial cooperative based in Jackson, Tennessee. The credit union has 10 branches, and a full-service online branch serving more than 80,000 members across West Tennessee. Its mission is to power your passion and make lives better. Leaders has been nationally recognized as one of the top 100 credit unions in the nation and is in the top 10% of

strongest credit unions in Tennessee. Leaders is federally insured by the National Credit Union Administration. For more information, visit [leaderscu.com](https://www.leaderscu.com).