

Visability Center Inc

Executive Director / CEO

EIN 871893643

WI · NTEE S47

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **James Kerlin, Executive Director / CEO** (\$53,500) against **every comparable organization** that fit the selection criteria — **3** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **67th** percentile of comparable organizations within the typical range

Benchmarked executive: James Kerlin — reported title “CHAIRMAN & CEO THRU 7/19/24”, a **direct title match** to the Executive Director / CEO role.

Note: fewer than five comparables were available in this dataset (below PeerBasis's internal minimum; the 26 CFR 53.4958-6 small-organization rule involves three). Broaden the data window before relying on this determination.

How comparable organizations were selected

| | |
|---|---|
| SECTOR | Organizations sharing the subject's NTEE classification (S47). |
| BUDGET | Total revenue between \$44 and \$178 — 0.49x to 2.00x the subject's \$89 (the band tightens as size grows). |
| GEOGRAPHY | Same NTEE major group (S), nationwide + budget 0.5–2x revenue. |
| 3 organizations qualified on sector, size, and geography | → 3 within the band form the benchmarked peer set. |

Distribution of comparable compensation



| | | | | | |
|------------------------|------------------------|---------------------------|-------------------------|--------------------------|------------------------------------|
| \$4,764 10TH | \$8,016 25TH | \$13,435 MEDIAN | \$71,518 75TH | \$106,368 90TH | \$53,500 THIS ORG · 67TH |
|------------------------|------------------------|---------------------------|-------------------------|--------------------------|------------------------------------|



■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to WI cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

| ORGANIZATION | STATE | REVENUE | MATCHED TITLE | COMP (REPORTED) | COMP (ADJUSTED) | FY |
|--|-------|---------|--------------------|-----------------|------------------|------|
| Seneca County Economic Development | NY | \$49 | Cfo | \$3,000 | \$2,596 | 2024 |
| Pinellas Core Management Services | FL | \$45 | Ceo | \$144,078 | \$129,601 | 2024 |
| Fayette Alliance Inc | KY | \$143 | Executive Director | \$13,060 | \$13,435 | 2024 |

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to WI cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

■ Sample, role match & sensitivity

PEER COUNT 3 organizations — **below 15; treat the percentiles as indicative, not precise.** Compensation range \$2,596–\$129,601; filing years 2024.

SIZE BASIS Matched on total revenue (\$89); for reference, expenses \$1,101,483 and assets \$16,206,009. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH James Kerlin, reported title "*CHAIRMAN & CEO THRU 7/19/24*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

| BASIS | SUBJECT PERCENTILE |
|---|--------------------|
| Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default | 67 th |
| Total compensation (D + F), as reported (no adjustments) | 67 th |
| Reportable pay only (column D), adjusted | 0 th |
| All sources (D + E + F), adjusted | 100 th |

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● **Rebuttable presumption of reasonableness · 26 CFR 53.4958-6**

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (James Kerlin) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 3 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.5–2× revenue).
3. The authorized body determined that total compensation of \$53,500 is reasonable (approximately the 67th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.