

Greenwich Associates

Recognizes

Best Brand in Small Business Banking



2014 Greenwich Best Brand Awards for Small Business Banking

Among More Than 750 Banks Evaluated, 20 Had Distinctive Brand

Best Brand — Overall

Bank of America
Merrill Lynch
BB&T

Chase
PNC Bank
SunTrust

TD Bank
Wells Fargo

Best Brand — Loans or Lines of Credit

Bank of America
Merrill Lynch
BB&T
Chase
PNC Bank
SunTrust
Wells Fargo

Best Brand — Cash Management

Bank of America
Merrill Lynch
BB&T
Chase
PNC Bank
SunTrust
TD Bank
Wells Fargo

Best Brand — Trade Finance

Bank of America
Merrill Lynch
Wells Fargo

Best Brand — Ease of Doing Business

BB&T	Regions Bank
Frost Bank	Synovus Financial
Iberiabank	Webster
KeyCorp	Whitney Bank/ Hancock Bank
M&T Bank	Zions Bancorp
Pinnacle Financial	
PNC Bank	

Best Brand — Trust

BB&T	People's United Bank (CT)
First Citizens Bank & Trust (NC/VA)	Pinnacle Financial
Frost Bank	PNC Bank
Fulton Bank	Regions Bank
Iberiabank	Synovus Financial
M&T Bank	Webster
	Zions Bancorp

Based on nearly 13,000 interviews with businesses with sales of \$1–10 million across the country. Comparisons are based on all banks covered across the United States.

Best Brand – Overall and by product is awarded to providers that are statistically differentiated in earning consideration among customers and non-customers.

Best Brand – Ease of Doing Business and Trust awards are based on distinctive customer ratings.

The findings reported in this document reflect solely the views reported to Greenwich Associates by the research participants. They do not represent opinions or endorsements by Greenwich Associates or its staff.

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