

# Greenwich Associates

Recognizes

## Best Brand in Small Business Banking



### 2013 Greenwich Best Brand Awards for Small Business Banking

Among More Than 750 Banks Evaluated, 19 Had Distinctive Brand

#### Best Brand — Overall

Bank of America  
Merrill Lynch  
BB&T

Chase  
PNC  
SunTrust

TD Bank  
US Bank  
Wells Fargo

#### Best Brand — Loans or Lines of Credit

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

#### Best Brand — Cash Management

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

#### Best Brand — Trade Finance

Bank of America  
Merrill Lynch  
Wells Fargo

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#### Best Brand — Ease of Doing Business

BB&T	Iberiabank
First Citizens Bank & Trust (NC/VA)	PNC
FirstMerit Bank	SunTrust
Frost Bank	Synovus Financial
Fulton Bank	US Bank
Huntington National Bank	Whitney Bank

#### Best Brand — Trust

BB&T	PNC
Comerica	Regions Bank
First Citizens Bank & Trust (NC/VA)	SunTrust
FirstMerit Bank	Synovus Financial
Fulton Bank	Whitney Bank
Iberiabank	Zions Bancorp

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Based on nearly 17,000 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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