

Switching Banks in the Current Market Environment

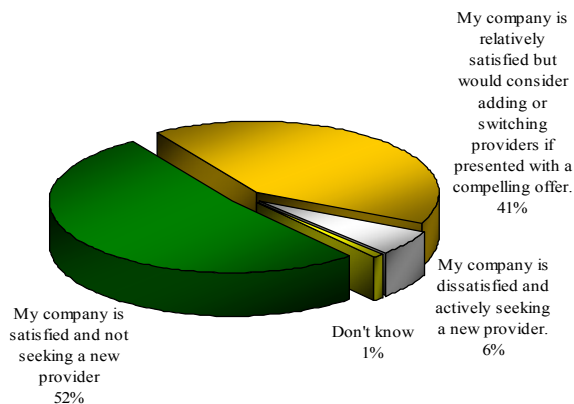
Greenwich Insights – Summary of Key Findings

Our latest Greenwich Business Forum shows that the time is now for banks to step up and show commitment to their clients, as many companies are considering switching banking providers.

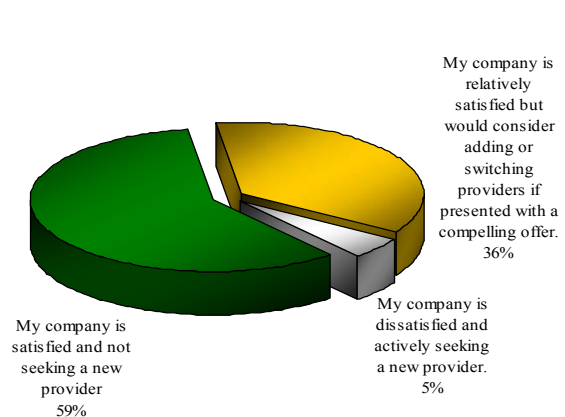
- Almost half of small businesses and four in ten middle market companies are either actively seeking a new provider or would consider changing if presented with a compelling offer.
- Nearly half of companies that have switched providers in the past year have given their banks advance warning about the decision.
- Even after giving banks advance warning about plans to switch providers, the most commonly cited shortfalls were poor communication, responsiveness, appreciation, and rates or credit terms.

“Which of the following best describes your current relationship with your primary bank?”

Small Business Banking (\$1–\$10 Million)



Middle Market Banking (\$10–\$500 Million)



Corporate Executive Views on Switching Banks

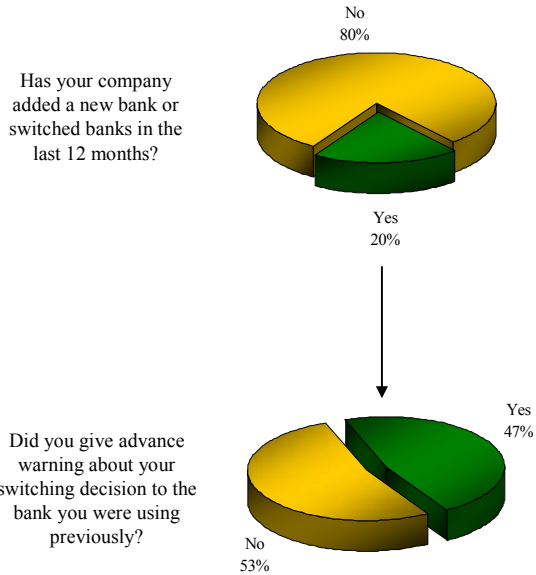
“I would want somebody large enough to handle my credit needs, small enough to have a personal approach. It's important [that my bank] respects my 30 years in the industry, surviving many different cycles. Our company is very transparent and pulls no punches. We communicate very well and expect the same from a bank.”

“As a small business owner, you sometimes feel your business and loyalty are taken for granted.”

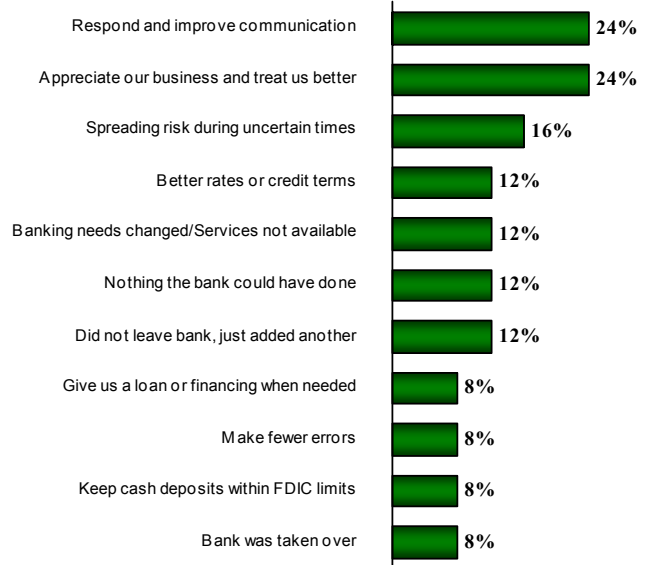
About Greenwich Business Forum

- Greenwich Business Forum is an online panel of over 30,000 financial decision makers at small (\$1–\$10 million) and midsize companies (\$10–\$500 million) in the United States.
- Regular research topics include: economic outlook, business compensation, insurance, credit/loan pricing, and other topics impacting strategic and management issues.
- For additional information, please visit www.greenwichbusinessforum.com or contact Sara Hayes at shayes@greenwich.com or (203) 625-5174

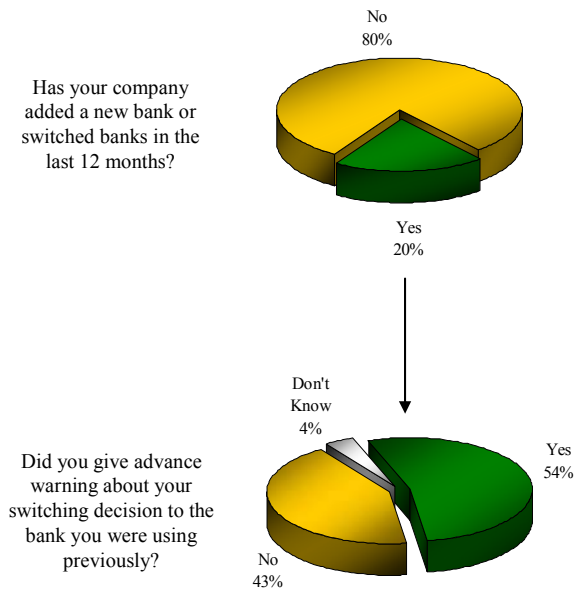
Switching Behavior and Bank Shortfalls – Small Business Banking (\$1-\$10 Million)



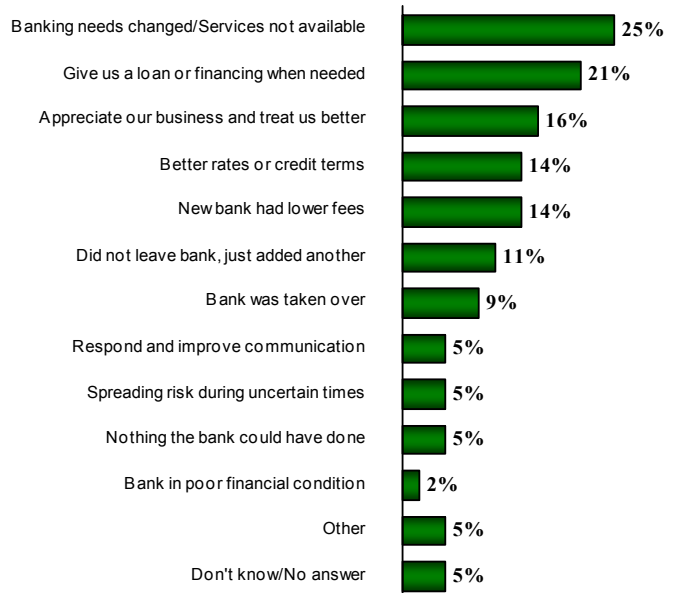
Reason for Switch or What Previous Bank Could Have Done to Prevent Switch



Switching Behavior and Bank Shortfalls – Middle Market Banking (\$10-\$500 Million)



Reason for Switch or What Previous Bank Could Have Done to Prevent Switch



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