

2025 Coalition Greenwich Leaders: Small Business Banking in the U.S.

Q1 2025

The following tables present the complete list of 2025 Coalition Greenwich Share Leaders and Best Banks in Small Business Banking in the U.S.

Coalition Greenwich Share Leaders — 2025



Share Leader – Small Business Banking Market Share in the U.S.

Bank	Market Share	Statistical Rank
Chase	11.2%	1
Bank of America	7.3%	2T
Wells Fargo	6.9%	2T
PNC Bank	4.4%	4
Truist	3.9%	5

Note: Based on 7,384 interviews with businesses with sales of \$1–10 million across the country. Comparisons are based on all banks covered across the United States.

Source: Coalition Greenwich Voice of Client - 2024 U.S. Commercial Banking Study; Coalition Greenwich Money in Motion: Explorer

Coalition Greenwich Best Banks — 2025

Small Business Banking in the U.S. – National winners



Best Bank – Ease of Doing Business for Small Business Banking in the U.S.

First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
M&T Bank
Pinnacle Financial
Regions Bank
South State Bank
Synovus Financial

Best Bank – Values Long-Term Relationships for Small Business Banking in the U.S.

Comerica Bank
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
M&T Bank
Pinnacle Financial
Regions Bank
South State Bank
Synovus Financial

Best Bank – Trust for Small Business Banking in the U.S.

Citizens Bank
Comerica Bank
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
M&T Bank
Pinnacle Financial
Regions Bank
South State Bank
Synovus Financial

Best Bank – Customer Service for Small Business Banking in the U.S.

First Citizens Bank
First Horizon
Flagstar Bank (NY)
Frost Bank
Huntington National Bank
M&T Bank
Pinnacle Financial
Regions Bank
South State Bank
Synovus Financial
TD Bank
Zions Bancorporation

Note: Based on more than 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.

Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

Coalition Greenwich Best Banks — 2025

Small Business Banking in the U.S. – National winners *(continued)*



Best Bank – Innovation for Small Business Banking in the U.S.

Capital One
Chase

Best Bank – Digital Experience for Small Business Banking in the U.S.

Chase

Best Bank – Ease of Making Payments for Small Business Banking in the U.S.

First Citizens Bank
First Horizon
Frost Bank
Huntington National Bank
M&T Bank
Pinnacle Financial
Regions Bank
South State Bank
Synovus Financial

Best Bank – Product Capabilities in Cash Management for Small Business Banking in the U.S.

Citizens Bank
First Citizens Bank
First Horizon
Frost Bank
Huntington National Bank
M&T Bank
Pinnacle Financial
Regions Bank
South State Bank
Synovus Financial

Best Bank – Satisfaction in Cash Management for Small Business Banking in the U.S.

Cadence Bank
Capital One
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Pinnacle Financial
South State Bank

Best Bank – Satisfaction with Cash Management Sales Specialist for Small Business Banking in the U.S.

BMO
Huntington National Bank
M&T Bank
Regions Bank
TD Bank

Note: Based on more than 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.
Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

Coalition Greenwich Best Banks — 2025

Small Business Banking in the U.S. – National winners (*continued*)



Best Bank – Likelihood to Recommend for Small Business Banking in the U.S.

First Citizens Bank
First Horizon
Flagstar Bank (NY)
FNB Corporation
Frost Bank
Hancock Whitney
Pinnacle Financial
South State Bank
Townebank

Best Bank – Overall Satisfaction for Small Business Banking in the U.S.

Ally Bank
Cadence Bank
Capital One
Chase
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
NBT Bank
Pinnacle Financial
South State Bank

Best Bank – Satisfaction with RM for Small Business Banking in the U.S.

Citizens Bank
Comerica Bank
First Citizens Bank
First Horizon
Frost Bank
Huntington National Bank
KeyBank
M&T Bank
Pinnacle Financial
South State Bank
Synovus Financial

Best Bank – Advisory Capabilities of RM for Small Business Banking in the U.S.

Citizens Bank
Comerica Bank
First Citizens Bank
First Horizon
Frost Bank
Huntington National Bank
KeyBank
Pinnacle Financial
South State Bank

Note: Based on more than 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.

Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

Coalition Greenwich Best Banks — 2025

Small Business Banking in the U.S. – Regional winners



Best Bank – Satisfaction in Cash Management for Small Business Banking in the U.S. (Midwest)

Citizens Bank

Best Bank – Satisfaction in Cash Management for Small Business Banking in the U.S. (Northeast)

FNB Corporation
NBT Bank

Best Bank – Satisfaction in Cash Management for Small Business Banking in the U.S. (South)

First Citizens Bank
Hancock Whitney
Pinnacle Financial
Seacoast Bank
South State Bank

Best Bank – Satisfaction in Cash Management for Small Business Banking in the U.S. (West)

Chase
Frost Bank

Best Bank – Likelihood to Recommend for Small Business Banking in the U.S. (Midwest)

Capital One
Citizens Bank

Best Bank – Likelihood to Recommend for Small Business Banking in the U.S. (Northeast)

Flagstar Bank (NY)
FNB Corporation
U.S. Bank

Best Bank – Likelihood to Recommend for Small Business Banking in the U.S. (South)

Citizens Bank
First Horizon
Hancock Whitney
Pinnacle Financial
South State Bank
U.S. Bank
United Community Bank

Best Bank – Likelihood to Recommend for Small Business Banking in the U.S. (West)

Frost Bank

Note: Based on more than 13,000 interviews with businesses with sales of \$1–10 million across the country. Comparisons are based on only those banks operating in each region.

Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

Coalition Greenwich Best Banks — 2025

Small Business Banking in the U.S. – Regional winners (*continued*)



Best Bank – Overall Satisfaction for Small Business Banking in the U.S. (Midwest)

Nicolet National Bank

Best Bank – Overall Satisfaction for Small Business Banking in the U.S. (South)

Capital One
Citizens Bank
First Bank (NC)
First Citizens Bank
Hancock Whitney
Pinnacle Financial
Renasant Bank
Seacoast Bank
South State Bank

Best Bank – Satisfaction with RM for Small Business Banking in the U.S. (Midwest)

Huntington National Bank
KeyBank

Best Bank – Satisfaction with RM for Small Business Banking in the U.S. (South)

Cadence Bank
First Citizens Bank
First Horizon
Hancock Whitney
Pinnacle Financial
Seacoast Bank
South State Bank
Synovus Financial

Best Bank – Overall Satisfaction for Small Business Banking in the U.S. (Northeast)

FNB Corporation
NBT Bank

Best Bank – Overall Satisfaction for Small Business Banking in the U.S. (West)

Capital One
Chase
Citizens Business Bank (CA)
Frost Bank

Best Bank – Satisfaction with RM for Small Business Banking in the U.S. (Northeast)

Citizens Bank
FNB Corporation
M&T Bank

Best Bank – Satisfaction with RM for Small Business Banking in the U.S. (West)

Frost Bank

Note: Based on more than 13,000 interviews with businesses with sales of \$1–10 million across the country. Comparisons are based on only those banks operating in each region.
Source: Coalition Greenwich Voice of Client – 2024 U.S. Commercial Banking Study

METHODOLOGY

Based on more than 13,000 interviews with businesses with sales of \$1–10 million across the United States. Share leaders are based on the proportion of the dollars available that is earned by the bank. Market Share is derived via: The total dollars available (Market Size), the proportion of companies that use the bank (Penetration), the proportion of the total Market Size those companies represent (Dollar-Weighted Penetration), and the proportion of those clients' total spend/balances that is earned by the bank (Share of Wallet).

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