

# Greenwich Associates

Recognizes

## Best Brand in Small Business Banking



### 2016 Greenwich Best Brand Awards for Small Business Banking

Among More Than 750 Banks Evaluated, 18 Had Distinctive Brand

#### **Best Brand — Overall**

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

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

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

#### **Best Brand — Cash Management**

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

#### **Best Brand — Trade Finance**

Wells Fargo

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#### **Best Brand — Ease of Doing Business**

First Citizens Bank & Trust (SC/NC/VA)	Pinnacle Financial
First Tennessee	PNC Bank
Frost Bank	Regions Bank
Hancock-Whitney Bank	Synovus Financial
Huntington National Bank	

#### **Best Brand — Trust**

First Citizens Bank & Trust (SC/NC/VA)	SunTrust
First Tennessee	Synovus Financial
Frost Bank	Zions Bancorp
Hancock-Whitney Bank	
Pinnacle Financial	

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Based on over 12,000 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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