



2018 Greenwich Best Brand Awards for Small Business Banking

Among More Than 600 Banks Evaluated, 22 Had Distinctive Brands

Best Brand—Overall

Bank of America	PNC Bank
Merrill Lynch	Regions Bank
BB&T	SunTrust
Chase	U.S. Bank
Huntington National Bank	Wells Fargo
KeyBank	

Best Brand— Loan/Lines of Credit

Bank of America
Merrill Lynch
BB&T
Chase
PNC Bank
Regions Bank
U.S. Bank
Wells Fargo

Best Brand— Cash Management

Bank of America
Merrill Lynch
BB&T
Chase
Huntington National Bank
PNC Bank
Regions Bank
SunTrust

Best Brand— International Products/Services

U.S. Bank
Wells Fargo
Bank of America
Merrill Lynch
Chase
Wells Fargo

Best Brand—Ease of Doing Business

BB&T
First Citizens Bank
First Tennessee
Frost Bank
IBERIABANK
Pinnacle Financial
South State Bank

Synovus Financial
TowneBank

Best Brand—Trust

BB&T
First Citizens Bank
First Tennessee
Frost Bank
Hancock Whitney
IBERIABANK
People's United Bank (CT)
Pinnacle Financial
Regions Bank
South State Bank
Synovus Financial
TowneBank
U.S. Bank
United Community Bank

Based on over 14,400 interviews with business 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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