



## 2018 Greenwich Best Brand Awards for Middle Market Banking

*Among More Than 600 Banks Evaluated, 20 Had Distinctive Brands*

### Best Brand—Overall

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

### Best Brand— Loan/Lines of Credit

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

### Best Brand— Cash Management

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

### Best Brand— International Products/Services

Bank of America  
Merrill Lynch  
Chase  
Wells Fargo

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### Best Brand—Ease of Doing Business

CoBiz Bank NA	IBERIABANK
Comerica Bank	Pinnacle Financial
First Citizens Bank	PNC Bank
First Tennessee	Regions Bank
Frost Bank	Synovus Financial
Hancock Whitney	

### Best Brand—Trust

BB&T	Hancock Whitney
CoBiz Bank NA	Huntington National Bank
Comerica Bank	IBERIABANK
Commerce Bank (MO)	Pinnacle Financial
First Citizens Bank	Regions Bank
First Tennessee	Synovus Financial
Frost Bank	UMB Bank

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Based on over 14,000 interviews with business with sales of \$10–500 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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