Greenwich Market Pulse: Economic Outlook, Fees, Bank-Delivered Value, and Ease of Doing Business

January 17, 2020

Executive Summary:

Over 300 small and mid-sized business executives shared their views on important and timely topics facing their businesses. Topics include economic outlook, fees, bank-delivered value, and ease of doing business.

Methodology:

Greenwich Market Pulse: An ongoing research series that addresses the most important and timely issues facing small and mid-sized ($1- 500MM) company executives and their banking relationships. Greenwich Associates access to thousands of financial decision-makers in the United States allows for constant contact with the market.

Greenwich Market Pulse reports deliver the unbiased perspectives of these individuals in concise and actionable charts, complemented by insights and analysis from Greenwich Associates industry experts. Greenwich Market Pulse studies are conducted four times per year and are often used in tandem with other annual Greenwich Associates research.

Three hundred and nine companies were interviewed online in December 2019, representing 140 small businesses and 169 mid-sized companies.

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