



# Greenwich Market Pulse: Industry Trends, Executive Perceptions and Evolving Engagement Preferences

## 2021 Greenwich Market Pulse

October 27, 2021

### Executive Summary:

Commercial banks have an opportunity to strengthen client relationships by providing advice and support to small businesses and middle-market companies concerned about inflation, supply-chain disruptions and other threats to the economy.

### 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. Our 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 our industry experts. Greenwich Market Pulse studies are conducted four times per year and are often used in tandem with other annual research.

255 companies were interviewed online in August and September 2021, representing 127 small businesses (\$1-10 million) and 128 mid-sized companies (\$10-\$500 million).



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[www.greenwich.com](http://www.greenwich.com) | [ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

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[greenwich.com](https://www.greenwich.com)

[ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

Ph +1203.625.5038