Bank Switching – Don't Let Sleeping Dogs Lie

March 4, 2014

There has been a huge increase in "switching behavior" over the past 4 years among typical middle market firms.

**Historic/Current Levels of Relationship Switching**

<table>
<thead>
<tr>
<th>Event</th>
<th>National Levels of Relationship Switching*</th>
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</thead>
<tbody>
<tr>
<td>Historic Middle Market Levels</td>
<td>10%</td>
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<tr>
<td>Height of Financial Crisis – 2008/2009</td>
<td>34%</td>
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<tr>
<td>Aftermath of Crisis – 2010/2011</td>
<td>24%</td>
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<tr>
<td>Current levels – November 2013</td>
<td>14% (However, 38% would consider switching providers)</td>
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*Middle Market Companies $10-500 Million in annual revenues.

- Despite returning to "pre-crisis" levels, almost 4 out of 10 middle market executives are willing to hold discussions with new banks about possible opportunities.

- As a result, large new business opportunities exist but even more importantly, many existing relationships are potentially vulnerable and should be probed on a systematic basis.

Contact us for deeper detail about bank switching among both small business and middle market companies.

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