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

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.

The data reported in this document reflect solely the views reported to Greenwich Associates by the research participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Greenwich Associates compiles the data received, conducts statistical analysis and reviews for presentation purposes in order to produce the final results. Unless otherwise indicated, any opinions or market observations made are strictly our own.

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