2018 Greenwich Best Brand Awards for Small Business Banking
Among More Than 600 Banks Evaluated, 22 Had Distinctive Brands

**Best Brand—Overall**
- Bank of America
- Merrill Lynch
- BB&T
- Chase
- Huntington National Bank
- KeyBank
- PNC Bank
- Regions Bank
- SunTrust
- U.S. Bank
- Wells Fargo

**Best Brand—Loan/Lines of Credit**
- Bank of America
- Merrill Lynch
- BB&T
- Chase
- PNC Bank
- Regions Bank
- U.S. Bank
- Wells Fargo

**Best Brand—Cash Management**
- Bank of America
- Merrill Lynch
- BB&T
- Chase
- Huntington National Bank
- PNC Bank
- Regions Bank
- SunTrust
- U.S. Bank
- Wells Fargo

**Best Brand—International Products/Services**
- Bank of America
- Merrill Lynch
- Chase
- Wells Fargo

**Best Brand—Ease of Doing Business**
- BB&T
- First Citizens Bank
- First Tennessee
- Frost Bank
- IBERIABANK
- Pinnacle Financial
- South State Bank

**Best Brand—Trust**
- BB&T
- First Citizens Bank
- First Tennessee
- Frost Bank
- Hancock Whitney
- IBERIABANK
- People’s United Bank (CT)

Based on over 14,400 interviews with business with sales of $1-10 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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