

# Greenwich Associates

Recognizes

## Best Brand in Middle Market Banking



### 2016 Greenwich Best Brand Awards for Middle Market Banking

Among More Than 750 Banks Evaluated, 17 Had Distinctive Brand

#### **Best Brand — Overall**

Bank of America	SunTrust
Merrill Lynch	TD Bank
BB&T	US Bank
Chase	Wells Fargo
PNC Bank	

#### **Best Brand — Loans or Lines of Credit**

Bank of America  
Merrill Lynch  
BB&T  
Chase  
PNC Bank  
SunTrust  
TD Bank  
US Bank  
Wells Fargo

#### **Best Brand — Cash Management**

Bank of America  
Merrill Lynch  
BB&T  
Chase  
PNC Bank  
SunTrust  
TD Bank  
US Bank  
Wells Fargo

#### **Best Brand — Trade Finance**

Bank of America  
Merrill Lynch  
Chase  
Wells Fargo

#### **Best Brand — Investment Banking**

Bank of America  
Merrill Lynch  
Chase  
Wells Fargo

#### **Best Brand — Ease of Doing Business**

City National Bank (CA)	Synovus Financial
First Citizens Bank & Trust (SC/NC/VA)	Zions Bancorp
Frost Bank	
Huntington National Bank	

#### **Best Brand — Trust**

City National Bank (CA)	Hancock-Whitney Bank
Comerica	Huntington National Bank
First Citizens Bank & Trust (SC/NC/VA)	PNC Bank
Frost Bank	Synovus Financial
Fulton Bank	Zions Bancorp

Based on over 11,500 interviews with businesses with sales of \$10–500 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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