



2017 Greenwich Best Brand Awards for Small Business Banking

Among More Than 750 Banks Evaluated, 18 Had Distinctive Brands

Best Brand—Overall

Bank of America	PNC Bank
Merrill Lynch	U.S. Bank
BB&T	Wells Fargo
Chase	

Best Brand— Loan/Lines of Credit

Bank of America
Merrill Lynch
BB&T
Chase
PNC Bank
U.S. Bank
Wells Fargo

Best Brand— Cash Management

Bank of America
Merrill Lynch
BB&T
Chase
PNC Bank
SunTrust
U.S. Bank
Wells Fargo

Best Brand— International Products/Services

Bank of America
Merrill Lynch
Chase
Wells Fargo

Best Brand— Investment Banking

Bank of America
Merrill Lynch
Wells Fargo

Best Brand—Ease of Doing Business

BB&T
First Citizens Bank
First Tennessee
Frost Bank
Huntington National Bank
Pinnacle Financial

PNC Bank
Regions Bank
Synovus Financial
TD Bank
United Bank

Best Brand—Trust

BB&T
First Citizens Bank
First Tennessee
Frost Bank
Hancock and Whitney Bank
Huntington National Bank

Pinnacle Financial
Synovus Financial
TD Bank
Zions Bancorporation

Based on over 12,500 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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