



## 2017 Greenwich Best Brand Awards for Middle Market Banking

*Among More Than 750 Banks Evaluated, 19 Had Distinctive Brands*

### Best Brand—Overall

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

### 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  
TD Bank  
U.S. Bank  
Wells Fargo

### Best Brand— International Products/Services

Bank of America  
Merrill Lynch  
Chase  
PNC Bank  
Wells Fargo

### Best Brand— Investment Banking

Bank of America  
Merrill Lynch  
Chase  
Wells Fargo

### Best Brand—Ease of Doing Business

CoBiz Bank NA  
First Tennessee  
Frost Bank  
Hancock and Whitney Bank  
Iberiabank

People's United Bank  
Pinnacle Financial  
Regions Bank

### Best Brand—Trust

BB&T  
CoBiz Bank NA  
First Tennessee  
Frost Bank  
Hancock and Whitney Bank

Iberiabank  
Pinnacle Financial  
PNC Bank  
Regions Bank  
Zions Bancorporation

Based on over 11,500 interviews with business 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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