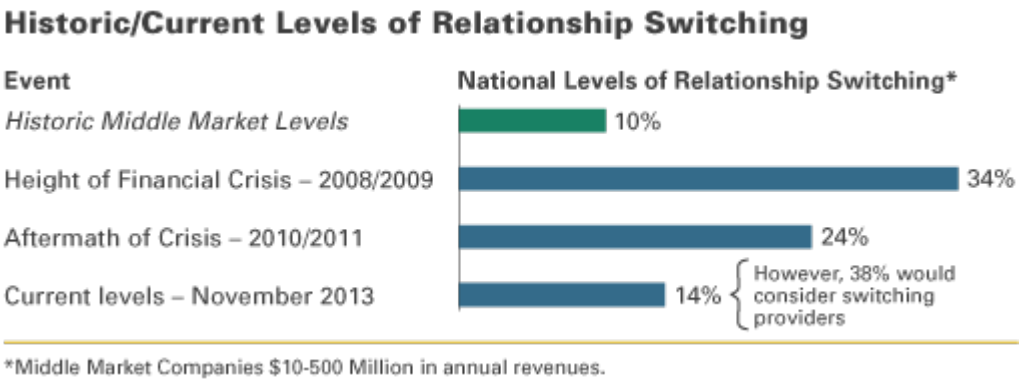
Bank Switching – Don't Let Sleeping Dogs Lie

March 4, 2014

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 relationhips 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.

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