



## ***2020 Greenwich Best Brand Awards for U.S. Small Business Banking***

*Among More Than 600 Banks Evaluated, 13 Have Distinctive Brands*

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

First Citizens Bank  
First Horizon  
FNB Corporation  
Frost Bank  
Hancock Whitney  
Huntington National Bank  
KeyBank  
Pinnacle Financial  
Synovus Financial  
Zions Bancorporation

### **Best Brand—Trust**

Comerica Bank  
First Citizens Bank  
First Horizon  
FNB Corporation  
Frost Bank  
Fulton Bank  
Hancock Whitney  
Huntington National Bank  
KeyBank  
M&T Bank  
Pinnacle Financial  
Synovus Financial  
Zions Bancorporation

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Based on over 12,000 interviews with businesses with sales of \$1-10 million across the country. Comparisons are based on all banks covered across the United States. 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.*