



## **2022 Greenwich Best Brand Awards for U.S. Middle Market Banking**

*Among More Than 500 Banks Evaluated, 10 Have Distinctive Brands*

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

First Citizens Bank  
First Horizon  
First Republic Bank  
Frost Bank  
Huntington National Bank  
Regions Bank  
Wintrust Financial Corporation  
Zions Bancorporation

### **Best Brand—Trust**

Comerica Bank  
First Republic Bank  
Frost Bank  
Huntington National Bank  
Regions Bank  
Synovus Financial  
Wintrust Financial Corporation  
Zions Bancorporation

### **Best Brand—Values Long-Term Relationships**

Comerica Bank  
First Citizens Bank  
First Horizon  
First Republic Bank  
Frost Bank  
Huntington National Bank  
Regions Bank  
Wintrust Financial Corporation  
Zions Bancorporation

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Based on nearly 10,000 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—Ease of Doing Business, Trust and Values Long-Term Relationships awards are based on distinctive customer ratings.

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