

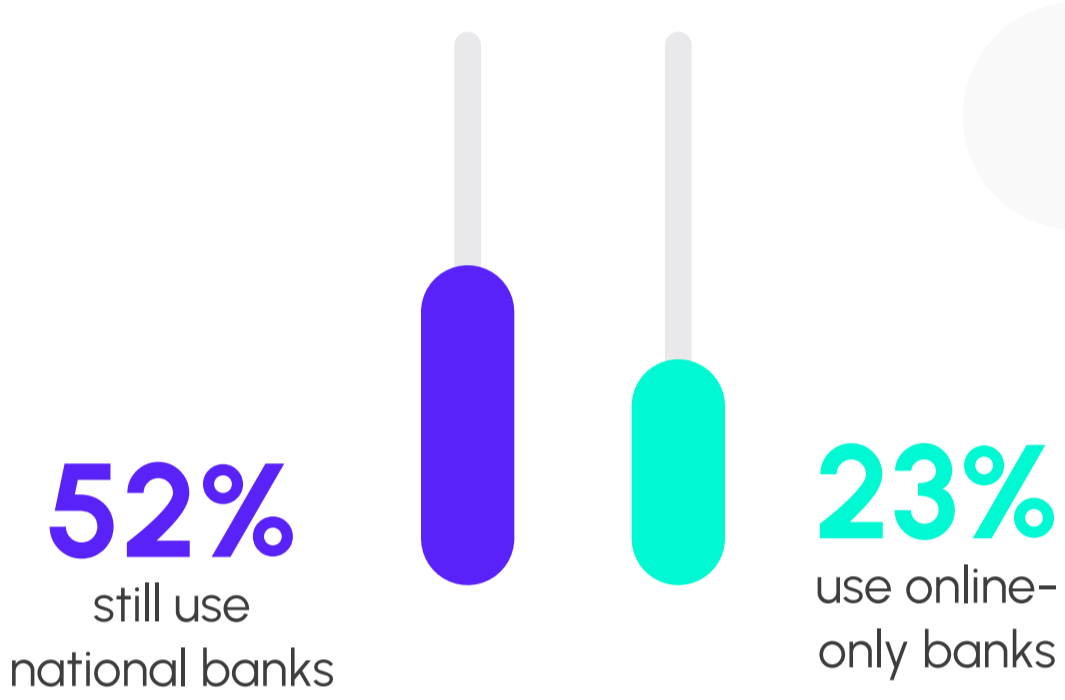


# How Can Small Business Owners Find Better Banking Partners?

Small businesses need cash to operate and grow, so where do they go when they need it? We surveyed 500 small business owners across a variety of industries and asked how they bank, what experiences are important to them, and if they've been satisfied with the funding they've received.



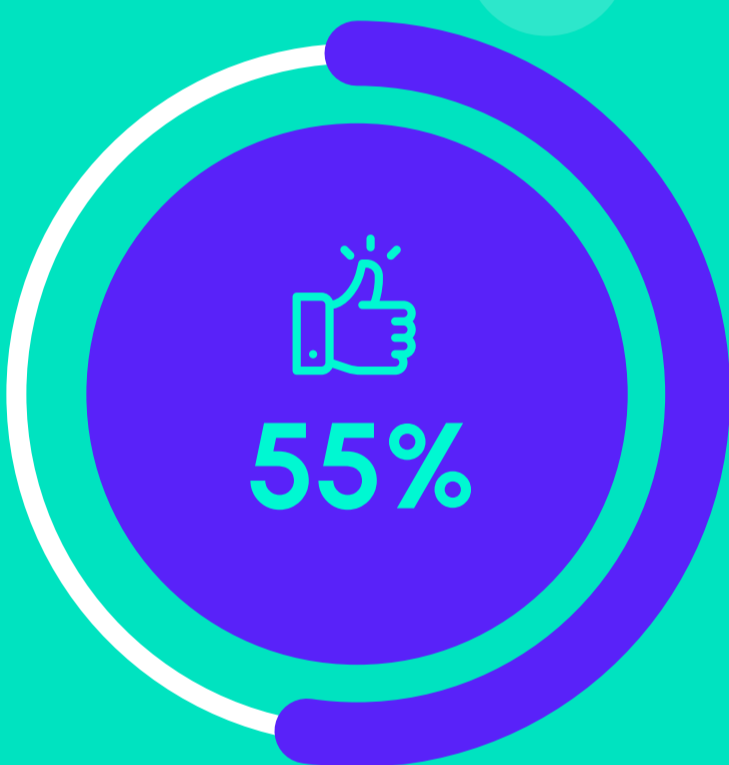
What kind of bank do you use for your business?



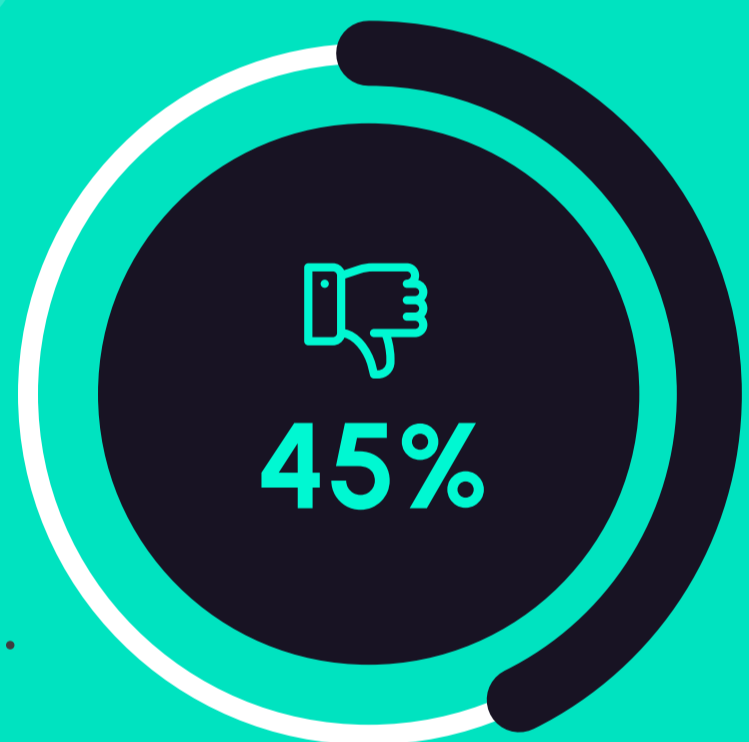
Why would you choose a loan provider?

**54%** choose a loan provider because they already have a working relationship

Among a variety of loan providers, national banks still lead the way.



**ONLY 55%** of small businesses would recommend the credit provider that they already have a relationship with.



Two-thirds of small business owners prefer to work with a lender online

**33%**  
online self-serve

**26%**  
online without speaking

**8%**  
guided online assistance



If seeking a new bank, they would prioritize:

- 1** exceptional customer service
- 2** single platform or hub for all business finance
- 3** transparency (fees, and how your finances apply to offerings)

