



Increasingly Optimistic Business Owners Seek Growth Partners

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Executive Summary:

Companies today are increasingly upbeat about the economy and finally able to focus on growing revenues, as opposed to cutting costs—the dominant strategy in 2009-2010.

These newly optimistic company owners and executives are looking for more than attractively priced credit, however. In order to win their business, banks must demonstrate the industry expertise and knowledge of companies' individual business situations that are required to help them achieve growth.

Methodology:

The Greenwich Market Pulse is an ongoing research series that addresses the most important and timely issues facing small (\$1mm-\$10mm) and mid-sized (\$10mm-\$500mm) company owners/executives and their banking relationships.

The current studies were conducted in Q1 2015 with participation from 226 companies interviewed in February and March 2015 representing 109 small businesses and 117 mid-sized companies.



www.greenwich.com | ContactUs@greenwich.com

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greenwich.com

ContactUs@greenwich.com

Ph +1203.625.5038