



IN THE BUSINESS OF SMALL BUSINESS

Considering the number of small and mid-sized businesses across the country, there is a compelling proposition for community banks and credit unions to focus on this segment of the market.



Small Business employs **58.9 Million People** of the United States workforce, nearly half the population

With Finastra by your side, you can offer small businesses the tools they need to succeed.



It's our local touch and personalized customer service that sets us apart from the larger national banks."

David Lacy
President and CEO,
Community Bank & Trust



30.2 Million small and mid-sized businesses in the US, accounting for **99.9%** of all business in the nation



75% want a **Relationship Manager** and **40%** would **switch banks** if they found one that understood their business



47% of people will **open personal accounts** with the same institution that handles their business accounts

BY THE NUMBERS

SMALL BUSINESS SHOWS A WEALTH OF OPPORTUNITY FOR COMMUNITY BANKS AND CREDIT UNIONS



35% of small businesses reported revenue growth in 2018



53% plan to grow their business



40% year over year increased demand for new financing



50% have access to LOC or Credit Cards



23% plan for new deposit accounts in next year



39% are looking for an interest-bearing checking account



65% will get their loan from their checking account provider

**Small Business Credit Survey*