

Regions Bank Recognized by Greenwich Associates for Excellence in Wealth Management and Personal Investment Services

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Leading consulting firm Greenwich Associates has recognized [Regions Bank](#) for providing industry-leading customer service to investment clients through [Regions Private Wealth Management](#).

"We are pleased that our clients and Greenwich Associates continue to recognize Regions' long-term commitment to delivering an exceptional experience," said Kate Danella, head of Regions Private Wealth Management. "Regions wealth advisors take a personalized approach to understanding our clients' objectives and developing customized solutions designed to help them reach their goals. This recognition shows that our approach is resonating with clients as we help them build, protect and preserve their wealth."

Regions was recognized in Greenwich's 2016 Customer Service category among chartered banks with wealth and retail investment services. Out of over 150 wealth-management providers included in the survey, Regions was one of only six firms highlighted by Greenwich for customer service. Greenwich's results were based on 11,000 interviews with business owners and executives from across the country.

With \$19.1 billion in assets under administration, Regions Private Wealth Management has experienced strong growth, increasing households, assets and revenues over the last five years. Regions' broader Wealth Management Group, which includes Private Wealth Management, Institutional Services and more, has \$91.3 million in assets under administration. Regions established the Wealth Management Group in June 2011, integrating its Trust, Private Banking, Asset Management and Insurance units within a single group.

Separately, Regions was recognized by Greenwich Associates in March 2016 for providing distinguished quality service to small business and middle market clients. Regions received 12 Greenwich Excellence Awards for Small Business and Middle Market Banking. In addition, Regions was awarded two Greenwich Best Brand Awards for Small Business Banking.

Additional information about the [2016 Greenwich Excellence Awards](#) is available at the Greenwich Associates web site, www.greenwich.com.

About Greenwich Associates

Greenwich Associates is the leading research-based consulting firm servicing the financial services industry. Greenwich Associates' studies provide benefits to the buyers and sellers of financial services in the form of benchmark information on best practices and market intelligence on overall trends. Based in Stamford, Connecticut, with additional offices in London, Toronto, Tokyo, and Singapore, the firm offers over 100 research-based consulting programs to more than 250 global financial services companies. Please contact us for further information or to arrange an interview with one of our consultants. You can visit our website, www.greenwich.com, for more information.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$125 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,600 banking offices and almost 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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