

# Regions Ranked Among Top Personal Investment and Wealth Management Firms

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- *Over 150 firms evaluated.*
- *10,000+ interviews conducted.*
- *Regions one of only six to receive top designation.*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** has been recognized once again by leading independent consulting firm **Greenwich Associates** as one of a small number of wealth management and personal investment firms that lead the nation in overall satisfaction.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171205005176/en/>



Regions Private Wealth Management is powered by a team of wealth advisors who take an unbiased approach to designing customized financial strategies for clients. (Photo: Business Wire)

Greenwich annually conducts approximately 10,000 interviews with business owners and executives. Participants are asked about their experiences with firms that help them invest and grow their financial resources.

Based on those interviews, for the third consecutive year, Regions Private Wealth Management received the Greenwich Excellence Award for Overall Satisfaction. More than 150 firms were evaluated. Only six firms received the overall satisfaction award for 2017.

"People have many choices when it comes to making investments and creating a long-term financial plan, and Regions sets itself apart by taking a highly customized approach that's built around the goals of our individual clients," said Kate Danella, head of Regions Private Wealth Management. "We are honored that clients are sharing positive experiences with Regions. Our commitment to superior service will continue to grow as we move further into the digital era and reach more clients with tailored financial plans that meet their individual needs."

When compiling its 2017 Greenwich Excellence Awards, the consulting company only included wealth management providers that received a **statistically significant proportion of "Excellent" ratings** relative to the overall mean.

With \$20.9 billion in assets under administration, Regions Private Wealth Management has experienced strong growth, increasing households, assets and revenues over the last several years, and ranking among the Top 40 Wealth Management Firms by Barron's Penta in 2017. Regions' broader Wealth Management Group, which includes Private Wealth Management, Institutional Services and more, has \$90.6 billion in assets under administration. Regions established the Wealth Management Group in 2012 as the company brought its Trust, Private Banking, Asset Management and Insurance units into a single group.

Regions received a similar Greenwich Excellence Award for its wealth and personal investment services in 2016 and 2015. Additionally, the company was recognized by Greenwich in March 2016 for providing distinguished quality service to small business and middle market clients. Regions was also awarded two Greenwich Best Brand Awards for Small Business Banking.

## About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$123 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 1,500 banking offices and 1,900 ATMs. Additional information about Regions and its full line of products and services can be found at [www.regions.com](http://www.regions.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](http://www.greenwich.com), for more information.

Regions Bank

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