

Performance Management – Retail Banking

Why branch-based banks need a footprint league table

National league tables show rankings across all banks but, by definition, don't account for where you participate. Arguably more relevant is to understand competitive performance within your bank's footprint.

Take deposits for SunTrust, BB&T, and the new, merged entity 'Truist' as an example:

Based on national league tables, the #8 and #9 branch-based banks merge to create the 4th biggest branch-based bank in the US.

National League Tables							
Before Merger				After Merger			
Rank	Bank Name	Total Local Market Deposits (\$MM)	Share of Local Market Deposits	Rank	Bank Name	Total Local Market Deposits (\$MM)	Share of Local Market Deposits
1	Bank of America	739,185	9.9%	1	Bank of America	739,185	9.9%
2	Wells Fargo	728,640	9.7%	2	Wells Fargo	728,640	9.7%
3	JP Morgan Chase	676,311	9.0%	3	JP Morgan Chase	676,311	9.0%
4	PNC	195,903	2.6%	4	Truist	265,275	3.5%
5	US Bancorp	174,017	2.3%	5	PNC	195,903	2.6%
6	Citigroup	167,641	2.2%	6	US Bancorp	174,017	2.3%
7	TD Bank	162,152	2.2%	7	Citigroup	167,641	2.2%
8	BB&T	142,519	1.9%	8	TD Bank	162,152	2.2%
9	SunTrust	122,756	1.6%	9	Fifth Third	96,636	1.3%
10	Fifth Third	96,636	1.3%	10	Capital One	75,217	1.0%

Based on 2019 FDIC deposit data

Footprint league tables show that Truist will achieve the #1 position in its footprint, overtaking Bank of America and Wells Fargo. One of the clear benefits of this merger is creating a bank that is #1 in the markets it serves.

Footprint League Tables												
BB&T				SunTrust				Truist				
Rank	Bank Name	Total Local Market Deposits (\$MM)	Share of Local Market Deposits	Rank	Bank Name	Total Local Market Deposits (\$MM)	Share of Local Market Deposits	Rank	Bank Name	Total Local Market Deposits (\$MM)	Share of Local Market Deposits	
1	Wells Fargo	171,826	13%	1	Bank of America	141,804	15%	1	Truist	265,275	17%	
2	Bank of America	152,710	12%	2	Wells Fargo	131,813	14%	2	Wells Fargo	201,858	13%	
3	BB&T	142,519	11%	3	SunTrust	122,756	13%	3	Bank of America	192,847	12%	
4	SunTrust	79,935	6%	4	BB&T	61,650	7%	4	JP Morgan Chase	66,966	4%	
5	JPMorgan Chase	56,449	4%	5	JPMorgan Chase	32,659	3%	5	PNC	56,068	4%	

Based on 2019 FDIC deposit data

Your footprint

Understanding your rank and competitors' rank – *in your footprint* – takes much of the guess work out of understanding relative performance and leads to more actionable insights. Bank-tailored league tables also provide a more compelling and differentiated investor story.

National league tables are, and will remain, an important performance indicator, but absent a footprint-based view, is like driving with one eye closed.

[Click here](#) to request a copy of your bank's deposit or mortgage league table.

About BankVQ

BankVQ is the #1 resource for retail banking data analytics, bespoke for every bank. Our proprietary analytics are underpinned by multiple public data sources, linked together and organized at the intersection of bank and local market – including 4000+ banks, 88,000 branches, and 20,000 zip codes. BankVQ analytics support a broad range of strategic management, performance management, and M&A applications – tailored to account for each bank's footprint. Access BankVQ through subscription to the online interface, or by purchasing bank specific reports. Analytic output files are always included to integrate with a bank's internal information. www.bankvq.com.

