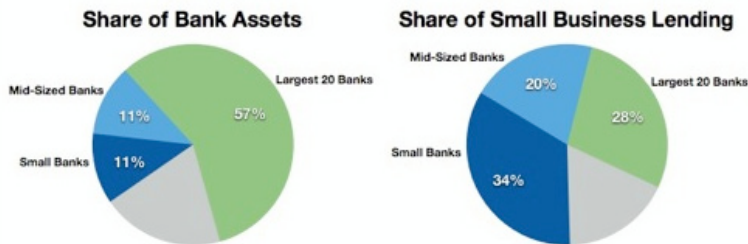


# MOVING YOUR MONEY FOR SMALL BUSINESS OWNERS

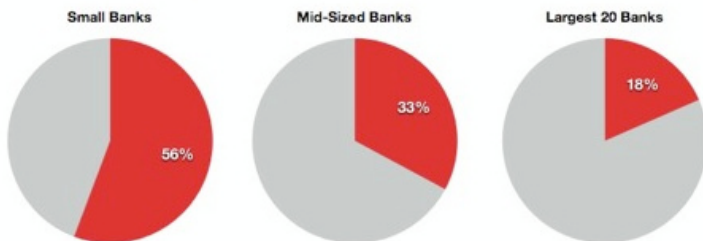
-- The facts are clear: local banks do more small business lending than the big guys.

New Rules Project's Community Banking Initiative



Source: Federal Deposit Insurance Corporation Data, 3rd Quarter 2009  
 Notes: Small banks are defined as those with \$1 billion in assets or less and mid-sized banks as those between \$1 billion and \$10 billion in assets. The largest 20 banks have an average of \$380 billion in assets each. Small business loans consist of commercial and industrial loans of \$1 million or less.

## Small Business Share of All Commercial Loans



Source: Federal Deposit Insurance Corporation Data, 3rd Quarter 2009  
 Notes: Small banks are defined as those with \$1 billion in assets or less and mid-sized banks as those between \$1 billion and \$10 billion in assets. The largest 20 banks have an average of \$380 billion in assets each. Small business loans consist of commercial and industrial loans of \$1 million or less.

-- Small business lending is the bread and butter of local financial institutions, largely because they know more about the needs of an individual market. The big banks have policies on lending based on national market trends that ignore the needs of local communities and often deny loans to businesses that end up being successful.

-- By supporting local businesses, local banks help create more jobs and revive local economies. That's an equation that helps everyone.

"...we have moved all business and personal accounts to local banks within the last month and are very happy to have cashier's checks done for free[...] Not to mention the pleasure of being able to deal with real human beings who can make decisions and not be hamstrung by 'corporate policy' - should have made the move years ago!"  
 --Michael H.

## ADVICE

- Small businesses have a number of accounts that individuals don't have to deal with. Look into moving your payroll and merchant accounts and 401(k)s as well as operating accounts.
- Talk to your local independent business network or chamber of commerce. Many local business groups have embraced the Move Your Money campaign; encourage yours to do the same.
- Include local banking in any "Buy Local" campaigns that may be going on. Supporting local financial institutions is a great way to help your community help itself.
- Band together to get a number of businesses to all move to a new bank or credit union at the same time. This way you might be in a position to get the new financial institution to offer more services at a lower cost. The new institution wants your business more than the big bank, and they ought to be willing to work for it.

