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Middle-market business leaders: here's what you need to look for in a commercial banking partner

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As the largest city in Pennsylvania, Philadelphia has a robust banking industry, with more than 125 banks and 190 credit unions. This includes many of the national banks serving Fortune 500 companies, as well as regional and local banks that cater to personal customers and small businesses.

But companies that are neither on the Fortune 500 list nor in a single storefront on Main Street may need a different kind of bank. Those middle-market companies should look for a few essential qualities when selecting a banking partner.

Products to meet goals and simplify business strategies

Among the products and services middle-market companies need are commercial lending, commercial real estate lending,



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equipment finance and treasury management.

Many owners and management teams seek commercial lending products to support their business activities including lines of credit, asset-based lines, term loans, acquisition financing, equipment finance, and owner-occupied commercial real estate.

“The needs of middle-market companies are different than those of small and large businesses,” said Sheila Roberts, senior vice president of commercial banking at TriState Capital Bank. “Within the middle market, each business’ needs are also different, so we work to customize a solution for each of our clients.”

Middle-market borrowers don’t always qualify for smaller, government-backed lending programs such as SBA loans. And working with larger corporate banks can generate outside fees. Instead, middle-market companies should look to banks that offer commercial lending solutions targeted to their unique needs. Such solutions could be a line of credit, term debt, equipment finance or a custom combination of products to help with an acquisition, expansion or liquidity relief.

“We collaborate with our clients and their management teams to determine the right products and services for their specific needs,” said TriState Capital’s Joe Finley, who serves as regional president, commercial banking for the Philadelphia region.

Beyond their lending needs, middle-market business owners know the importance of best-in-class treasury management services, including positive pay, ACH and wire transfers, online banking, remote deposits, merchant services, lockbox services and fraud mitigation technology. Such services help companies ensure there is always enough cash on hand to manage day-to-day activities and execute key strategies — all while minimizing risk.

Today, many treasury management operations are automated to streamline efficiencies. For example, the online nature of TriState Capital Bank’s treasury management services requires a robust technology solution with an emphasis on security features.

“We partner with some of the top fintech companies to offer straightforward banking with enhanced fraud protection,” said Matt Fisher, senior vice president of treasury management for TriState

Capital. “We’ve helped our clients mitigate risk and address potential issues they may have otherwise overlooked.”

Banking expertise and client understanding

When selecting a bank, it’s important to choose one that not only has a high level of middle-market expertise but also takes time to understand the needs of each business client.

One way to accomplish this depth of understanding is to form a long-term partnership with a banker who has a strong combination of industry, product and geographic expertise. When a business customer works with the same point of contact through every phase of their banking journey, that person gets to know the unique needs of the business well. They also can help the business client tap other areas of expertise within the bank as needed, such as treasury management and capital markets professionals.

For example, every TriState Capital Bank customer works with a relationship manager who is with the client through every phase of their banking. These relationship managers themselves average 20-plus years of commercial banking experience. “At TriState Capital Bank, every relationship manager is a financial services industry veteran,” said Finley. “In addition, every one of those managers is surrounded with treasury management and professional portfolio management experts. Although clients have their primary contact person, there are many other people involved in that relationship.”

“We are well-positioned to offer our clients the credit solution they need in an efficient manner,” said Roberts, “but it’s with people who get to know their business and stay with them over the long term.”

Finding a banking partner who understands a company’s industry and has the products and services to meet the company’s needs is imperative for the future success of any middle-market organization.

TriState Capital Bank offers the banking partnership you deserve. Learn more.

Founded in Pittsburgh in 2007, TriState Capital Bank is a full-service commercial bank serving middle-market businesses in

Pennsylvania, Ohio, New Jersey and New York.