



PRIVATE BANK

of Buckhead

Bank survey a 'win' for financial professional

Client feedback in bank's fifth year: Wow!

Atlanta, July 11, 2011 – Frank Waterson, a director with [Homrich Berg](#), won a \$100 Buckhead Life Restaurant Group gift certificate from Private Bank of Buckhead. The bank held a drawing from among respondents to its 2011 client satisfaction survey, which was tallied late last month.

“I am heartened that so many clients responded and gave us an overall satisfaction rating of 97 percent,” says the bank’s President, CEO & Chairman Charlie Crawford. “That means we’re fulfilling our commitment. And, just like last year, 98 percent of clients say they have or would refer a friend to us. That’s the ultimate compliment.”

He also says survey results were overwhelmingly positive across the board. “Individual and business clients alike told us they value our tailored service focus, our emphasis on safety and soundness, and the benefits of our technology offerings,” Crawford says.

Survey results indicated that the bank’s clients like to do their banking online and over the phone, as well as in person and through the mail. In terms of social media, Private Bank of Buckhead clients regularly use LinkedIn and [Facebook](#). Crawford says the “wired” focus of clients was not surprising, given how quickly many of them have adopted the bank’s new Smartphone deposit “app.”

“I am glad that our friend and client Frank and so many others saw fit to respond to our request for feedback,” Crawford says. “I appreciate the confidence, especially in our team. In fact, my favorite survey comment is, ‘Your people WOW me.’ They wow me too, every day.”

Homrich Berg is an independent wealth management firm based in Atlanta that serves clients nationally. [Private Bank of Buckhead](#) brings a private banking approach to all clients across all functions of the bank. The bank also is designated a Preferred Lender by the U.S. Small Business Administration, and recently added a dedicated mortgage solutions unit, Private Mortgage Services. It is located in Piedmont Center (Building Three).

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