

FINANCE

information technology

INSURANCE



LARGEST METRO IN U.S.  
Ranked by institution deposits (June 2018)

#12

LARGEST BANK IN U.S. (BB&T)  
Headquartered in Winston-Salem, NC



31,778

REGIONAL EMPLOYMENT IN FINANCE,  
INSURANCE AND IT INDUSTRIES

Finance and Insurance: 26,804 Employees  
Information Technology 4,974 Employees

The region is well poised for attracting and developing **Fintech** firms. Fintech is 'financial technology' used to improve and automate the delivery and use of financial services.



TOP TRIAD BANKS

Bank	Deposits in market (\$000)	#of Regional Branches
<b>BB&amp;T</b>	27,719,713	44
<b>Wells Fargo Bank</b>	5,198,358	52
<b>Pinnacle Bank</b>	2,355,108	21
<b>Bank of America</b>	2,023,897	22
<b>SunTrust Bank</b>	1,417,955	21
<b>First National Bank</b>	1,330,948	27
<b>First-Citizens Bank</b>	1,285,254	24
<b>First Tennessee Bank</b>	880,611	19
<b>First Bank</b>	752,499	16
<b>Piedmont Federal Savings Bank</b>	612,564	8

Sources: Jobs EQ 2018Q3, FDIC

## REGIONAL TALENT



**1.7 Million**

Piedmont Triad Region Population



**19**

Regional Colleges & Universities



**827,000**

Regional Labor Force (Nov 2018)

**110,000+**

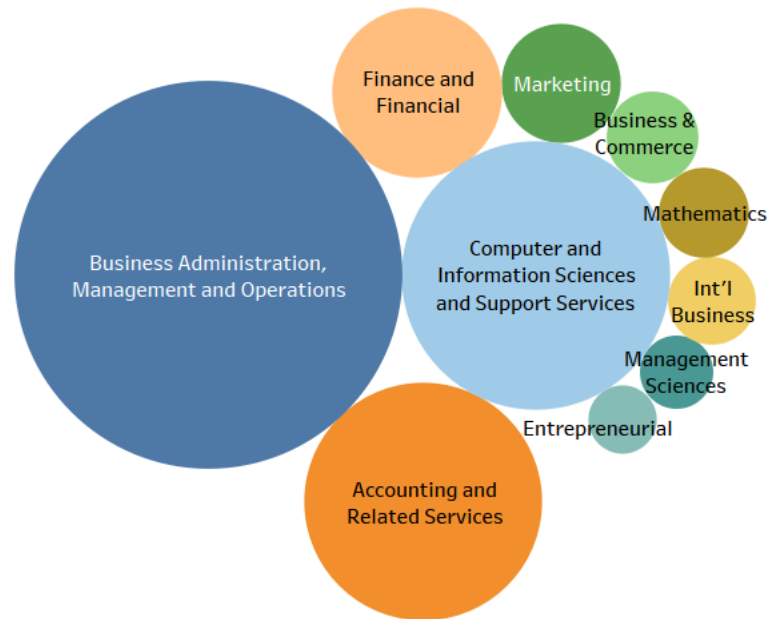
Regional College Students



**4,800**

Degrees Awarded  
Related to Finance  
In Region

### DEGREES AWARDED 2017 IN REGION



Degrees Awarded 2017	
Business Administration, Management & Operations	1932
Computer & Information Sciences	925
Accounting & Related Services	726
Finance & Financial Management	371
Marketing	182
Business & Commerce	108
Mathematics	104
International Business	99
Management Sciences & Quantitative Methods	69
Entrepreneurial & Small Business	60

Sources: US Census, BLS, National Center for Education Statistics

## MAJOR REGIONAL FINTECH EMPLOYERS

Company	Regional Employment	Industry
BB&T	4,500	financial services
Wells Fargo	2,935	financial services
UnitedHealthcare	2,861	health care insurance
Bank of America	1,850	financial services
Lincoln Financial Group	1,570	financial services
National General Insurance	1,245	insurance
Inmar	900	technology & data science application
Blue Cross Blue Shield	800	health care insurance
Aetna	670	Health Care Insurance
Truiliant Federal Credit Union	525	financial services
PRA Group (announced jobs)	500	debt collection

## REGIONAL OFFICE MARKET



### PIEDMONT TRIAD REGIONAL OFFICE MARKET TOTALS

**2.9 Million**

Square Feet Available

**11.6%**

Vacancy Rate

**\$16.57**

Average Rent Per SF/Year

Area/Type	Total Square Feet	Available Square Feet	Vacancy Rate	Average Rent/SF/Year
Central Business Districts	7,483,504	817,481	10.9%	\$18.84
Suburban Locations	17,494,446	2,091,997	12.0%	\$16.00
Total Office Market	24,977,950	2,909,478	11.6%	\$16.57

## REGIONAL ASSETS & INFRASTRUCTURE



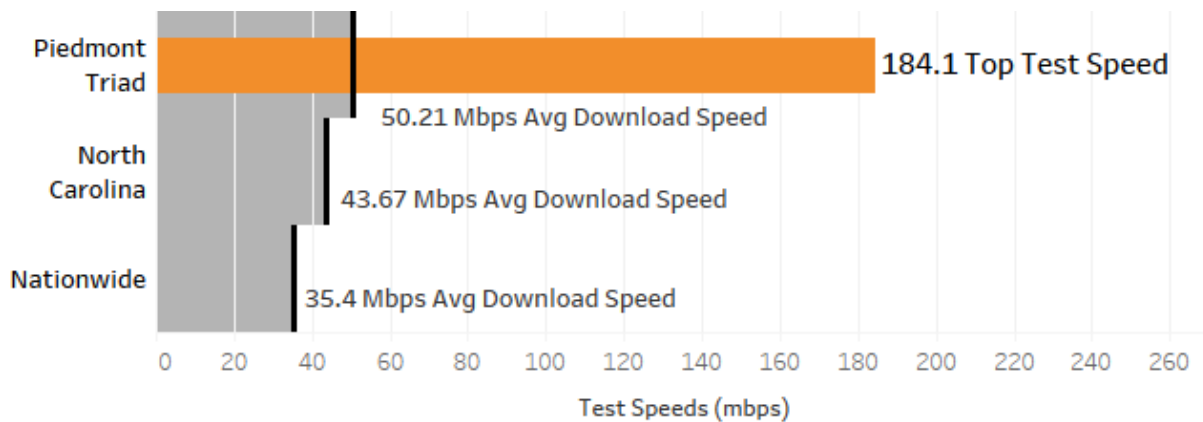
### AIRPORTS

Piedmont Triad Int'l Airport  
60 daily non-stop flights

Charlotte Douglas Int'l Airport  
160 non-stop destinations

Raleigh-Durham Int'l Airport  
50 non-stop destinations

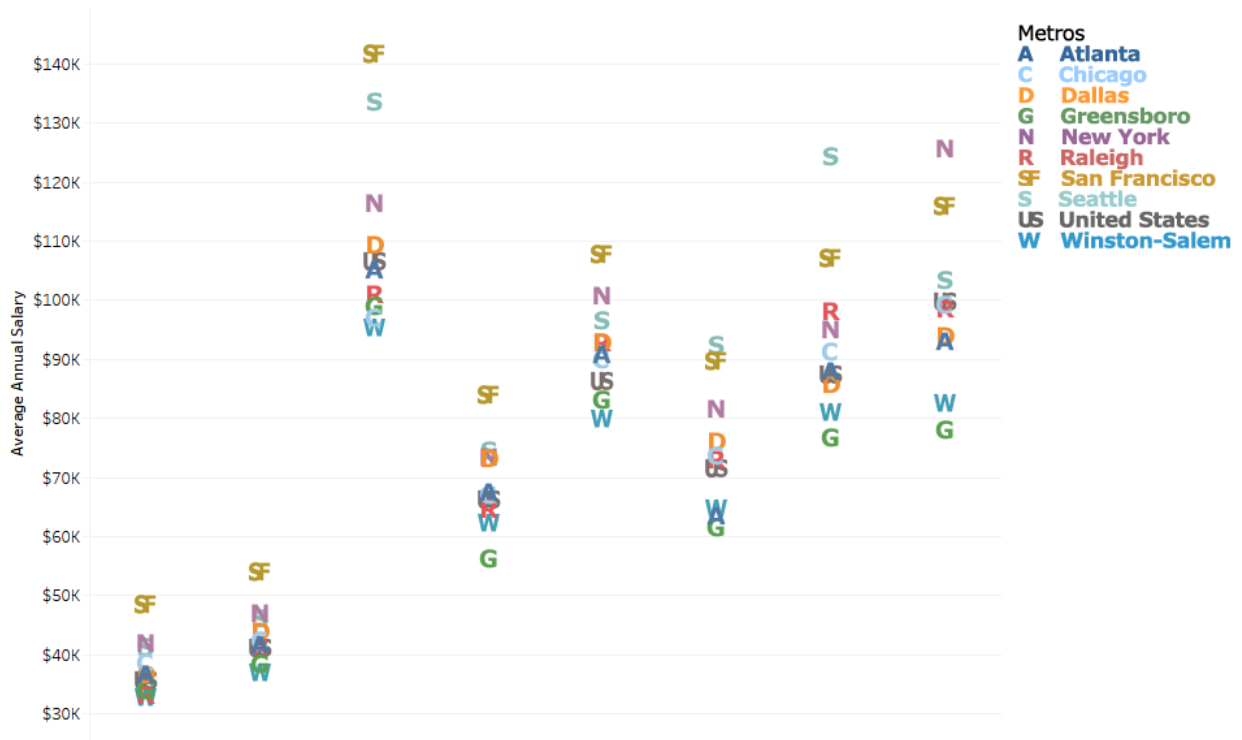
### BROADBAND ACCESS & SPEED



Source: BroadbandNow, Data as of June 2017

# OCCUPATIONS & EMPLOYMENT

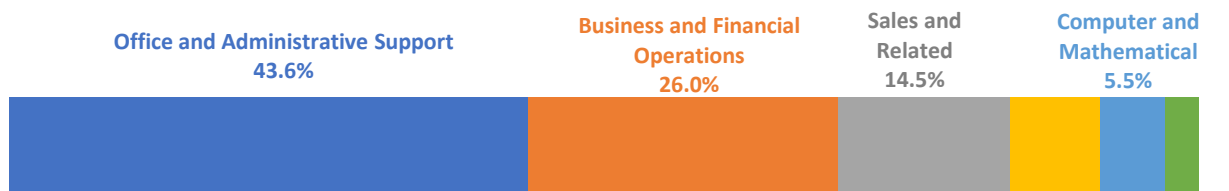
## SAMPLE OCCUPATION EMPLOYMENT & WAGES



Occupation Title	Customer Service Reps	Bookkeeping Accounting & Auditing	Software Developers - Apps	Claims Adjusters	Network & Systems Admin	Compliance Officers	Computer Programmers	Information Security Analysts
Regional Employment	15,152	7,828	2,164	1,845	1,477	811	808	335

Source: Wages – U.S. Bureau of Labor Statistics 2017, Employment-JobsEQ 2018

## TOP OCCUPATION GROUPS FOR FINANCE AND INSURANCE



Occupation Group	Office and Administrative Support	Business and Financial Operations	Sales and Related	Management Occupations	Computer and Mathematical
Regional Employment	110,855	31,495	77,661	38,030	13,218

Source: JobsEQ 2018

