



Atlantic Capital®

Atlantic Capital – We Fuel Prosperity

How Atlantic Capital Helps Build Businesses

With the range of options that exist in today's marketplace, choosing the right bank for your business can be difficult. Every bank makes promises, but finding one that will actually keep all of those promises is another question entirely.

During the decision-making process, it's important to make an honest assessment of your needs as a business and whether the institution you're considering is the best fit. If you're a Fortune 500 company with a large asset base and complex financial structure, your needs are going to look very different than they would if you're a brand-new startup still working to get fully off the ground.

When it comes to differentiating among banks, a truth about larger institutions is that they're primarily tailored toward a scalable, "one-size-fits-all" model. And since large banks stand to make more money from larger companies, it's only natural that the majority of these banks' services, attention, and resources would be devoted to the customers that generate more revenue.

But what about smaller businesses? With fewer assets and smaller profits, it's common for their interests to get lost at large banks. Many large banks lack the kind of responsive, personalized service that new business owners find critical to maximizing their financial growth.

Atlantic Capital specializes in small to mid-size business relationships. We believe that small businesses are vital to the health of our economy and our community, and we pride ourselves on helping customers achieve prosperity, regardless of scale. We look to set our clients up with customized solutions that best meet the unique demands of each business we work with.

If you're interested in reading further about how we make this possible, we hope you'll look to our [client story, B.D. Jeffries](#). It's one of many examples illustrating how we help small businesses grow toward their full potential. We're excited about continuing our work on into the future, and we hope you'll consider us when choosing the bank to take your business forward.