**Retail Banks**

Retail banks, also known as commercial banks, are the most common type of banks. They serve individuals, small businesses, and large corporations. Retail banks provide services such as checking and savings accounts, loans, credit cards, mortgages, and other financial products. They have physical branches, online banking platforms, and ATMs. The largest retail banks in the U.S. are JP Morgan Chase, Bank of America and Citi.

| **Rank** | **Bank name** | **Headquarters location** | **Total assets (billions of US$)**[[3]](https://en.wikipedia.org/wiki/List_of_largest_banks_in_the_United_States#cite_note-3) |  | | |  | | |  | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | [JPMorgan Chase](https://en.wikipedia.org/wiki/JPMorgan_Chase) | [New York City](https://en.wikipedia.org/wiki/New_York_City) | $3,874 |  | |  | | |  | | |
| 2 | [Bank of America](https://en.wikipedia.org/wiki/Bank_of_America) | [Charlotte, North Carolina](https://en.wikipedia.org/wiki/Charlotte,_North_Carolina) | $3,181 |  | |  | | |  | | |
| 3 | [Citigroup](https://en.wikipedia.org/wiki/Citigroup) | [New York City](https://en.wikipedia.org/wiki/New_York_City) | $2,412 |  | |  | | |  | | |
| 4 | [Wells Fargo](https://en.wikipedia.org/wiki/Wells_Fargo) | [San Francisco, California](https://en.wikipedia.org/wiki/San_Francisco,_California) | $1,932 |  | |  | | |  | | |
| 5 | [Goldman Sachs](https://en.wikipedia.org/wiki/Goldman_Sachs) | [New York City](https://en.wikipedia.org/wiki/New_York_City) | $1,642 |  |  | | |  | | |

**Credit Unions**

Credit unions are not-for-profit financial cooperatives owned and operated by their members. They serve specific communities, such as employees of a certain company, members of an organization, or residents of a particular geographic area. Credit unions offer similar services to retail banks, including savings accounts, loans, and other financial products. They often provide more personalized service and may offer lower fees and higher interest rates on savings accounts.

|  |  |  |
| --- | --- | --- |
| **Rank** | **Name** | **Total Assets** |
| 1 | Navy Federal Credit Union | $168.4 billion |
| 2 | State Employees' Credit Union | $53.1 billion |
| 3 | Pentagon Federal Credit Union | $35 billion |
| 4 | Boeing Employees Credit Union | $30.2 billion |

**Online Banks**

Online banks operate entirely over the internet without any physical branches. They offer a range of banking services, including checking and savings accounts, loans, and investment options. Online banks often provide higher interest rates on savings accounts and lower fees since they have lower overhead costs. However, they may not offer in-person customer support or physical cash deposit options.

| **ONLINE BANK** | **BEST FOR** | **STAR RATING** | **ATM NETWORK** | **HIGHEST SAVINGS ACCOUNT YIELD (APY)** | **PRODUCTS** |
| --- | --- | --- | --- | --- | --- |
| Quontic Bank | Interest checking | 5.00 | 90,000+ | 5.00% | Checking, savings, MMAs and CDs |
| EverBank | High yields | 4.70 | 100,000 | 5.15% | Checking, Savings, MMAs, CDs |
| Discover® Bank | High yields and low fees | 4.65 | 60,000+ | 4.25% | Checking, Savings, MMAs, CDs |
| Ally Bank | Savings tools | 4.58 | 43,000+ | 4.20% | Checking, Savings, MMAs, CDs |
| Sallie Mae Bank | Savings options | 4.19 | 0 | 4.50% | Savings, MMAs, CDs |

**Investment Banks**

Investment banks primarily cater to corporations and institutional clients rather than individual consumers. They specialize in providing financial advice, underwriting securities, facilitating mergers and acquisitions, and assisting with capital raising through stock and bond offerings. Investment banks play a crucial role in the capital markets and are involved in complex financial transactions.

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **Name** | **Client EBITDA Range** | **Total Annual Deals (2023-Q1 ’24)** |
| **1** | [**Goldman Sachs**](https://www.goldmansachs.com/careers/our-firm/investment-banking/) | $100M+ | 100+ |
| **2** | [**Sica | Fletcher**](https://sicafletcherpartners.com/) | $1-30M | 40-70 |
| **3** | [**JP Morgan**](https://www.jpmorgan.com/solutions/cib/investment-banking) | $100M+ | 100+ |
| **4** | [**Morgan Stanley**](https://www.morganstanley.com/what-we-do/investment-banking?cid=ppc-71700000088128311:700000002375621:58700007812107572:p71028332333&gad=1&gclid=CjwKCAjwxr2iBhBJEiwAdXECw7Ys4tC_7AzMDAZ4tEdNNytLQ1Cf5MX7ZvlAOzBMLDj1CU7TnZ7s_RoChNcQAvD_BwE&gclsrc=aw.ds) | $100M+ | 100+ |
| **5** | [**Jeffries**](https://www.jefferies.com/) | $5M-30M | 10-15 |

**Savings and Loan Associations**

Savings and Loan Associations (S&Ls) focus on providing mortgage loans and other home financing options. They accept savings deposits and use the funds to provide mortgages to homebuyers. S&Ls played a significant role in the U.S. housing market, but their prominence has decreased since the financial crisis of 2008.

**Need for different types of Banks:**

Diverse Needs: Different individuals and businesses have unique banking requirements. For example, a small business owner may benefit from a bank that offers specialized business services, while a student may prefer a bank with low fees and convenient online banking options. The availability of various types of banks allows customers to find the one that best suits their needs.

Accessibility: The presence of different banks ensures broader access to banking services. Retail banks with physical branches are essential for those who prefer face-to-face interactions and require services like cash deposits or in-person customer support. Online banks, on the other hand, offer convenient services for those who prefer digital banking or lack access to physical branches.

Competitive Environment: Having a variety of banks fosters competition in the banking industry. Competition can lead to better interest rates, lower fees, improved services, and innovative products. It gives customers more options to choose from and encourages banks to strive for better customer satisfaction.

Specialized Services: Different types of banks specialize in specific areas, such as mortgage lending, investment banking, or serving specific communities. This specialization allows customers to work with institutions that have expertise in their specific financial needs, ensuring tailored solutions and better support.