

We know banks aren't supposed to say that. We're supposed to paint rosy pictures of new homes, proud graduations and happy retirements.

But we're a different kind of bank. We live in the real world—a stressful world of tight budgets, uncertain jobs, and a dollar that doesn't go as far as it used to. Long-term financial planning? Please, let's just get through today.

We get that. And you know what? You're not alone. But whether your financial priorities are long or short term, getting to retirement or just getting through this week, we're here to help. As your financial partner, helping you work toward goals set by you, not us. Sometimes all it takes is one small step to give you the confidence to take another, and another.

Take that step, and you might be surprised how far you can go. Together, there's only one place to go.

SUNTRUST. ON UP!