



shield
compliance

Licensed Operator Survey

2024



Current Satisfaction

Likelihood to Change Banks

Key Drivers to Change

My Rep, Chris, is very knowledgeable and provides immediate service to any needs. Now, we just need SAFE Banking to pass!

-Sharon

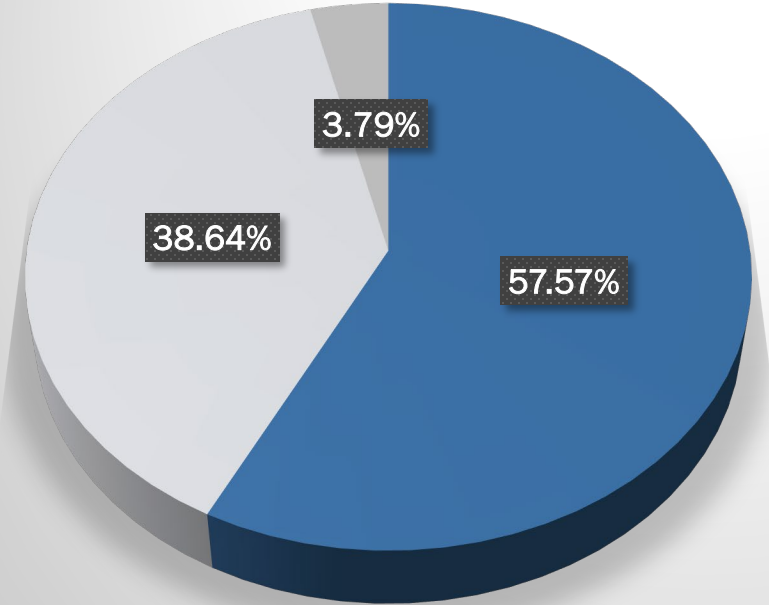
There was really only a single state chartered bank that would offer services at a reasonable cost.

- Micheal

Nothing, they're the only ones I could find. If I could replace them tomorrow I would!

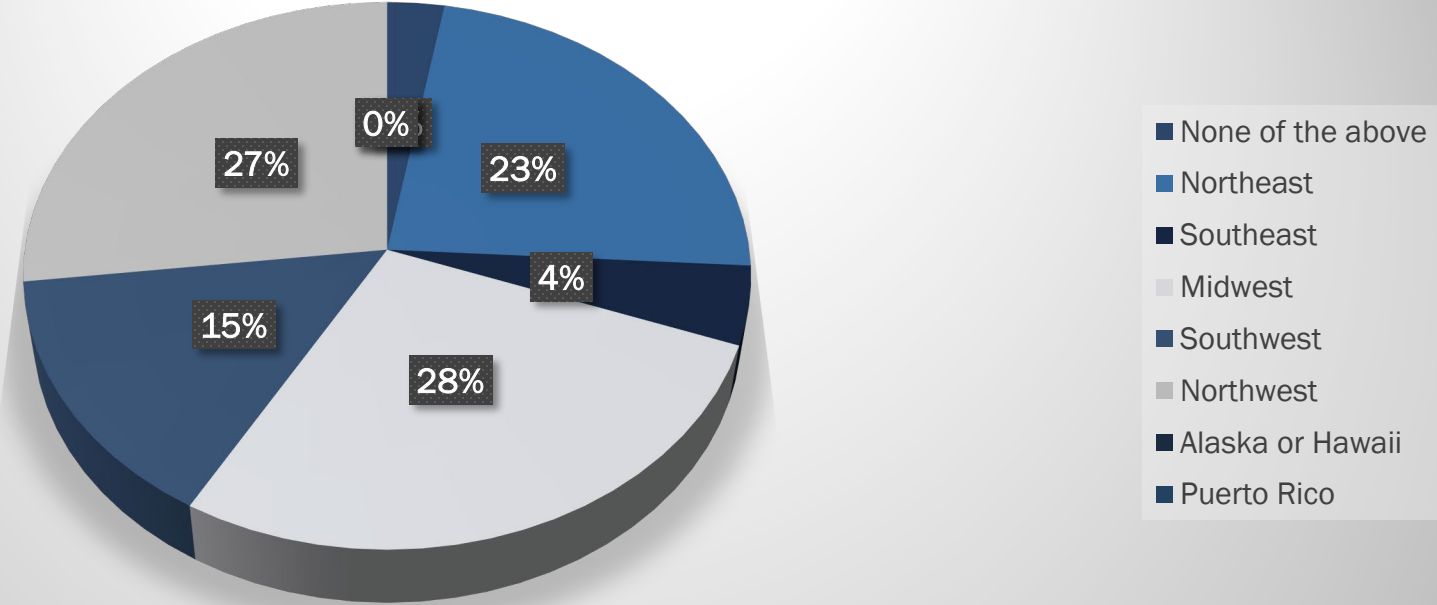
- John

Business Types

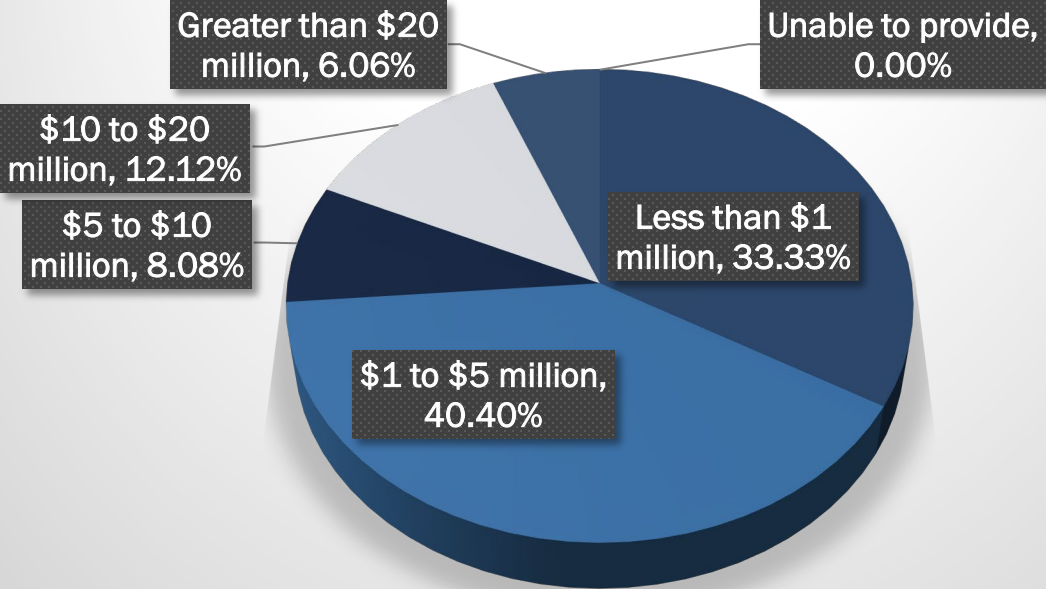


- Wholesale: Cultivation, Product Manufacturing, Testing, or Distribution
- Retail: Medical or Adult-Use Dispensary or Home Delivery
- None of the above

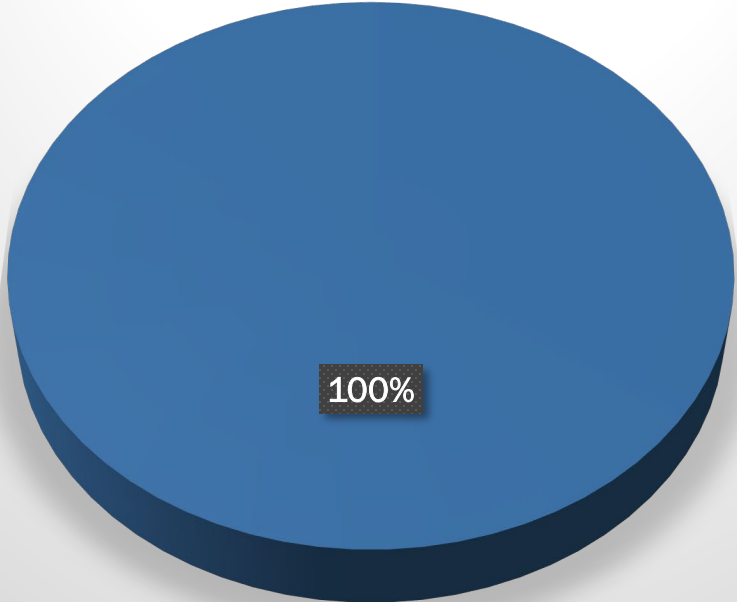
Where does your business operate



What is the expected annual revenue for your business this year?

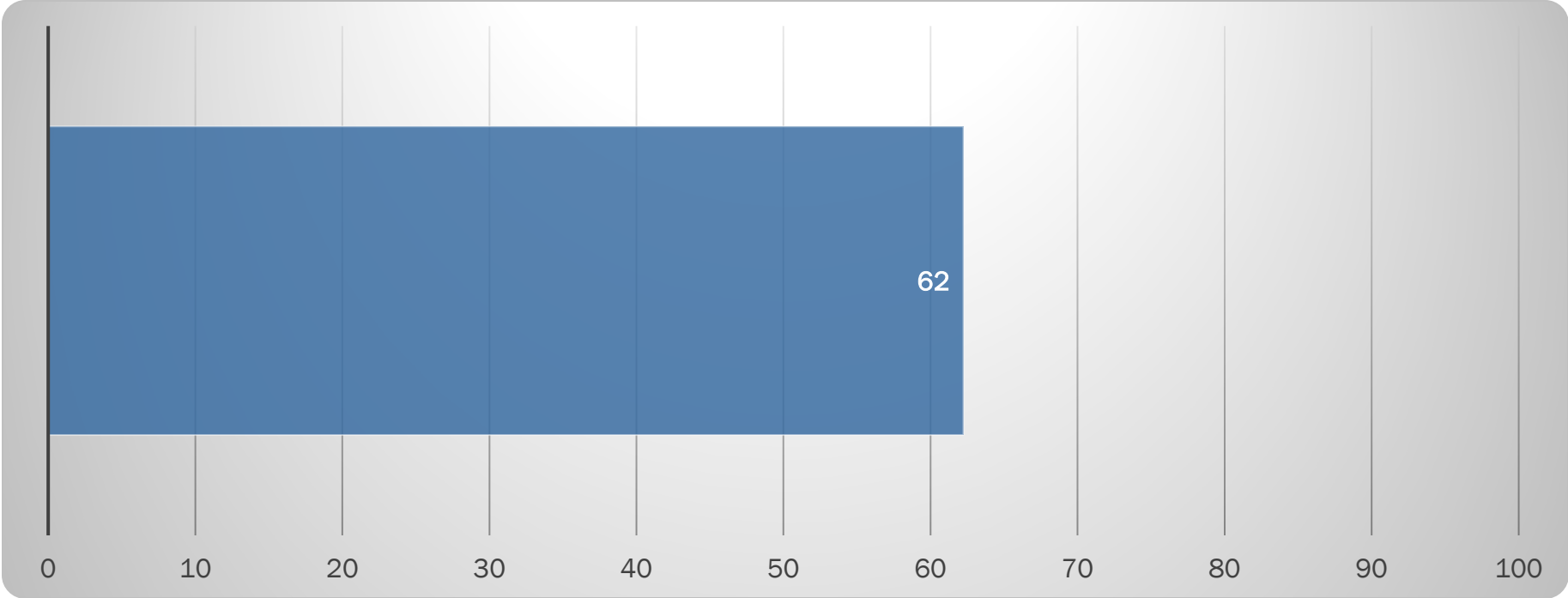


Survey Results Limited to “Known” Banking Relationships

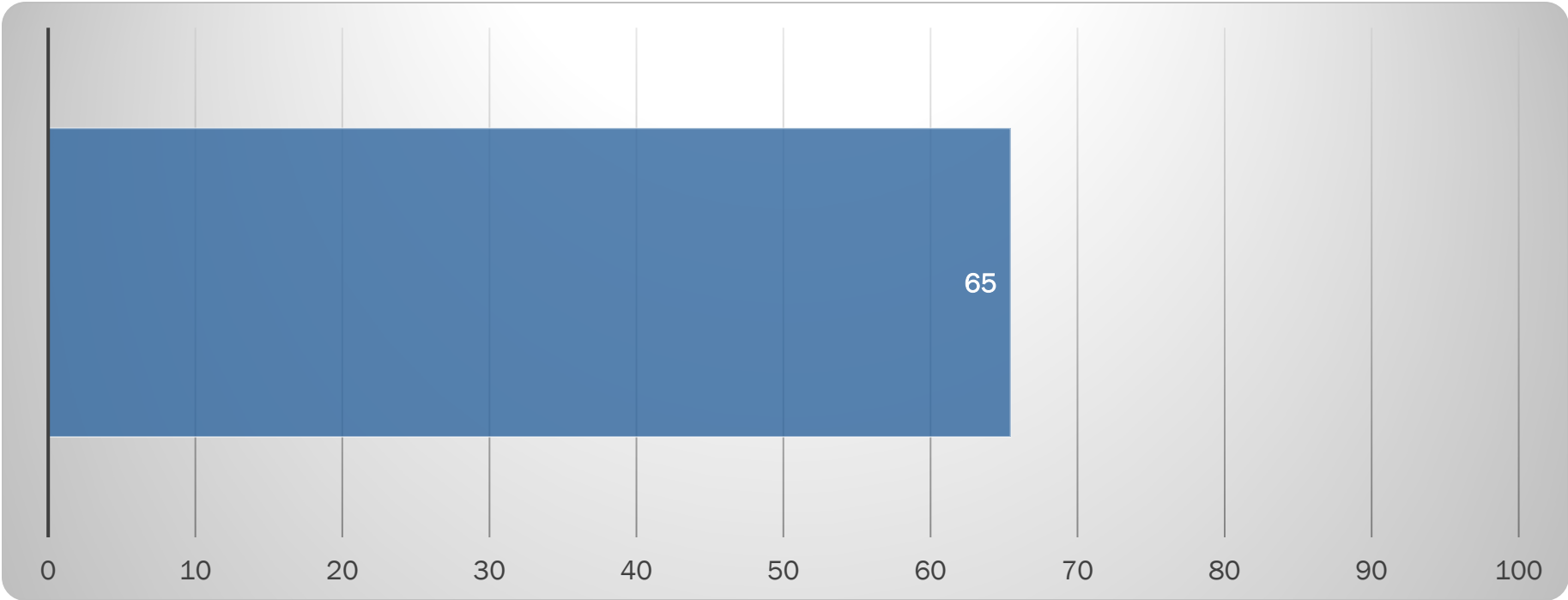


- Yes
- No

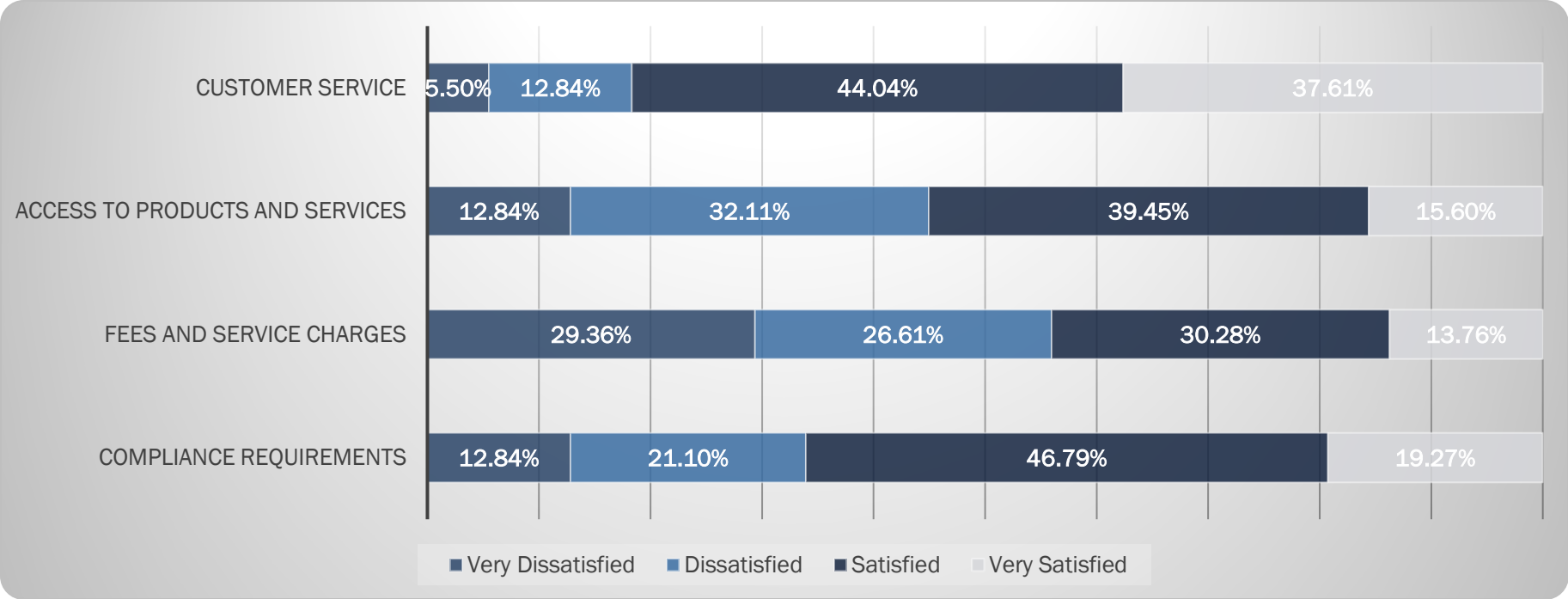
How knowledgeable do you think your bank or credit union is on the cannabis industry?



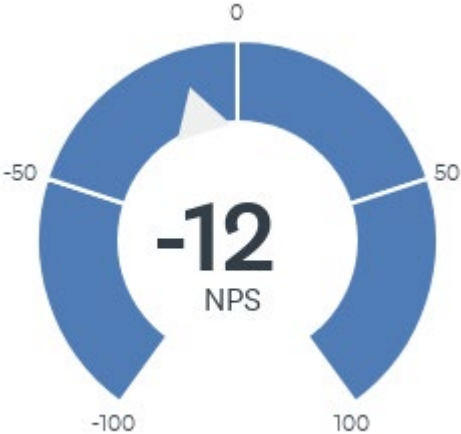
How reasonable and predictable are your bank or credit union's compliance requirements?



How satisfied are you with your bank or credit union?

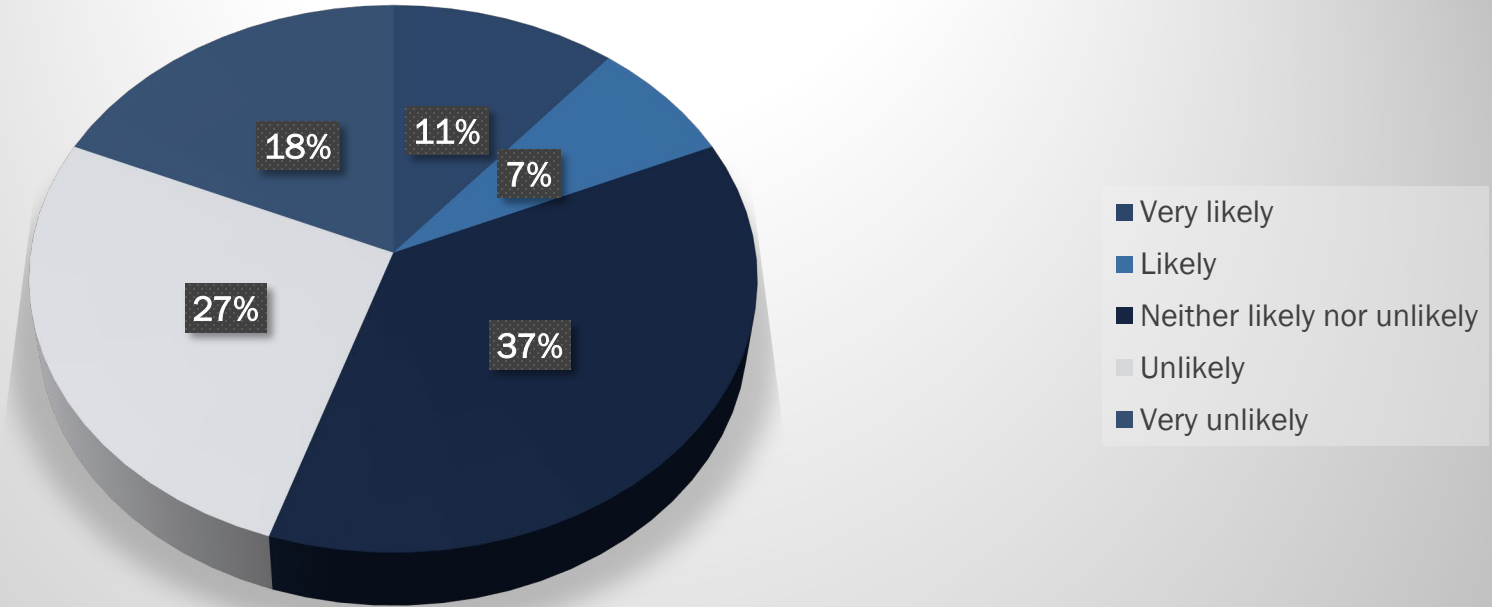


How likely is it that you would recommend your bank or credit union to a friend or colleague?

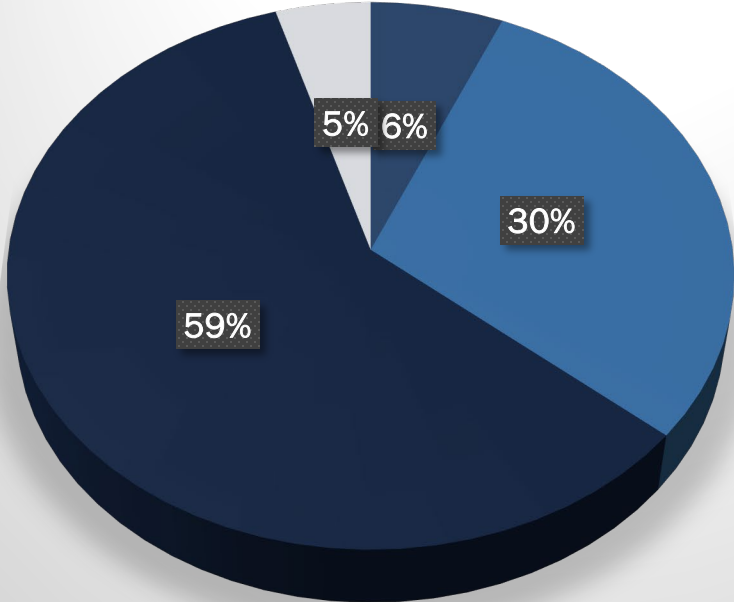


DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
40%	33%	27%	-12
42	35	29	

How likely are you to change FIs in the next 12 months?

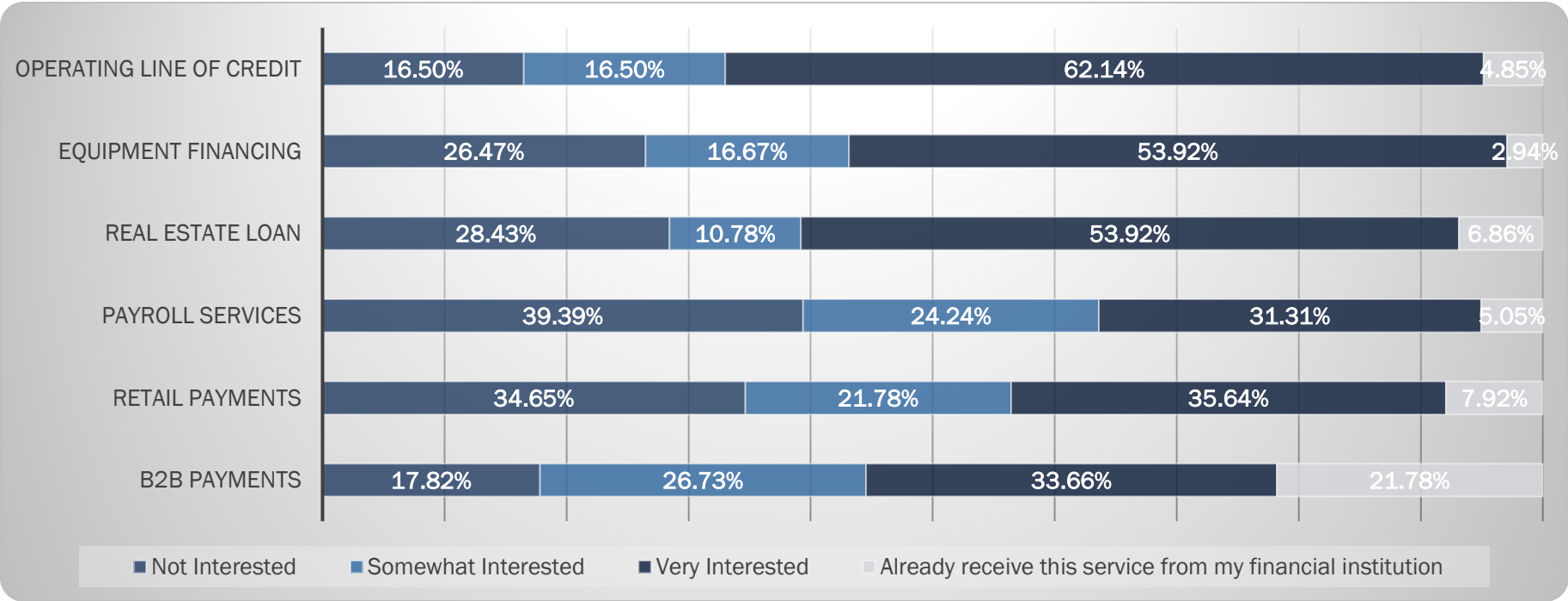


Is commercial credit available in your locality?

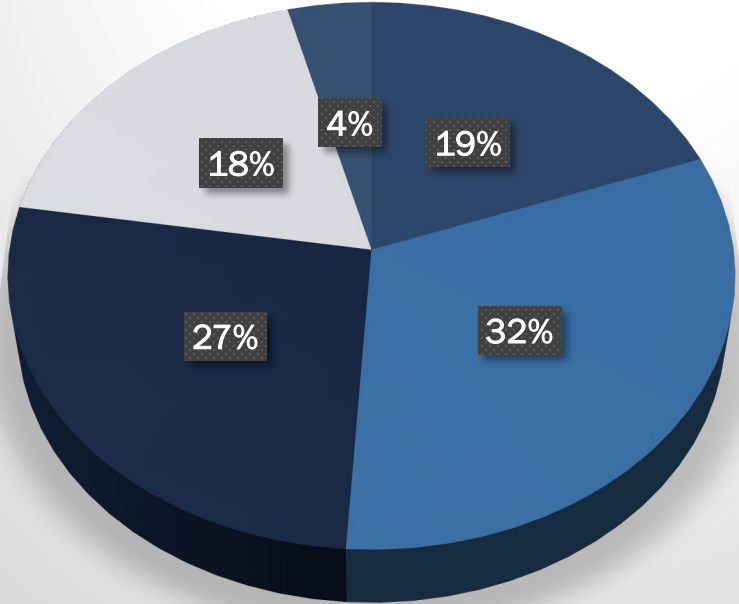


- Readily available.
- Somewhat available.
- Not available.
- Other

What service would you want your bank or credit union to provide that is currently not offered?



Profitability Expectations



- Much better
- Better
- About the same
- Worse
- Much worse

Of the areas listed below, rank which is most concerning for your business.

