

Six-county market share breakdown

Ranked by share of countywide deposits as of June 30, 2021.

	RANK	INSTITUTION NAME	NO. OF BRANCHES IN COUNTY	2021 DEPOSITS (THOUSANDS)	2020 DEPOSITS (THOUSANDS)	% CHANGE IN DEPOSITS 2020-2021	2021 MARKET SHARE	2020 MARKET SHARE	% CHANGE IN MARKET SHARE 2020-2021	STATE WHERE CHARTERED
BENTON COUNTY	1	Arvest Bank	24	\$4,316,789	\$3,684,856	17.15%	53.47%	55.36%	-3.42%	AR
	2	Bank of America N.A.	2	\$426,629	\$387,792	10.01%	5.28%	5.83%	-9.30%	AL
	3	Bank OZK	8	\$347,385	\$286,020	21.45%	4.30%	4.30%	0.13%	AR
	4	Grand Savings Bank	7	\$334,958	\$265,043	26.38%	4.15%	3.98%	4.19%	AR
	5	First National Bank of NWA	5	\$305,075	\$151,787	100.99%	3.78%	2.28%	65.71%	AR
	6	First Western Bank	5	\$270,244	\$246,323	9.71%	3.35%	3.70%	-9.55%	NC
	7	Generations Bank	3	\$254,888	\$173,256	47.12%	3.16%	2.60%	21.29%	OK
	8	First Security Bank	7	\$242,506	\$185,827	30.50%	3.00%	2.79%	7.59%	AR
	9	Legacy National Bank	5	\$217,044	\$60,167	260.74%	2.69%	0.90%	197.41%	AR
	10	Regions Bank	3	\$200,941	\$257,240	-21.89%	2.49%	3.86%	-35.60%	AR
	11	First Horizon Bank	2	\$162,075	\$138,124	17.34%	2.01%	2.08%	-3.26%	AR
	12	Signature Bank of Arkansas	2	\$149,653	\$121,862	22.81%	1.85%	1.83%	1.25%	AR
	13	Simmons Bank	4	\$145,200	\$128,943	12.61%	1.80%	1.94%	-7.16%	AR
	14	Chambers Bank	1	\$125,630	\$110,297	13.90%	1.56%	1.66%	-6.09%	AR
	15	Central Bank	1	\$115,915	\$121,434	-4.54%	1.44%	1.82%	-21.30%	AR
	16	Encore Bank*	1	\$109,454	\$21,693	404.56%	1.36%	0.33%	315.98%	AR
	17	Centennial Bank	4	\$88,884	\$79,666	11.57%	1.10%	1.20%	-8.02%	AR
	18	United Bank	1	\$51,909	\$39,928	30.01%	0.64%	0.60%	7.18%	AR
	19	First National Bank	2	\$44,911	\$46,586	-3.60%	0.56%	0.70%	-20.52%	MO
	20	Equity Bank	1	\$34,112	\$26,743	27.55%	0.42%	0.40%	5.16%	AR
	21	The Citizens Bank	1	\$27,006	\$26,275	2.78%	0.33%	0.39%	-15.26%	AR
	22	Intrust Bank N.A.	1	\$25,301	\$18,719	35.16%	0.31%	0.28%	11.43%	KS
	23	The Farmers & Merchants Bank	1	\$24,687	\$23,874	3.41%	0.31%	0.36%	-14.75%	AR
	24	Great Southern Bank	1	\$21,644	\$27,458	-21.17%	0.27%	0.41%	-35.01%	AR
	25	BancorpSouth Bank	1	\$18,334	\$15,779	16.19%	0.23%	0.24%	-4.21%	MS
	26	BOKF N.A.	1	\$11,495	\$10,152	13.23%	0.14%	0.15%	-6.65%	AR
	27	First National Bank, Texas**	1	\$736	\$277	165.70%	0.01%	0.00%	119.06%	TX
		COUNTY TOTALS	95	\$8,073,405	\$6,656,121	21.29%				
CARROLL COUNTY	1	CS Bank	4	\$261,341	\$240,320	8.75%	30.39%	30.29%	0.32%	AR
	2	Anstaff Bank N.A.	4	\$222,787	\$225,174	-1.06%	25.91%	28.38%	-8.73%	AR
	3	First National Bank of North Arkansas	5	\$151,321	\$129,511	16.84%	17.60%	16.33%	7.78%	AR
	4	Equity Bank	2	\$129,392	\$116,965	10.62%	15.05%	14.74%	2.05%	AR
	5	Arvest Bank	2	\$95,121	\$81,328	16.96%	11.06%	10.25%	7.89%	AR
		COUNTY TOTALS	17	\$859,962	\$793,298	8.40%				
CRAWFORD COUNTY	1	Citizens' Bank & Trust Co.	8	\$443,861	\$392,263	13.15%	46.98%	46.67%	0.66%	AR
	2	Arvest Bank	3	\$141,864	\$121,997	16.28%	15.01%	14.51%	3.45%	AR
	3	Bank OZK	4	\$108,289	\$99,710	8.60%	11.46%	11.86%	-3.38%	AR
	4	BancorpSouth Bank	2	\$70,858	\$63,160	12.19%	7.50%	7.51%	-0.19%	MS
	5	Today's Bank	4	\$56,780	\$52,067	9.05%	6.01%	6.19%	-2.98%	AR
	6	U.S. Bank N.A.	2	\$50,656	\$44,839	12.97%	5.36%	5.33%	0.50%	OH
	7	Generations Bank	1	\$49,340	\$48,790	1.13%	5.22%	5.80%	-10.03%	AR
	8	Centennial Bank	1	\$12,023	\$10,736	11.99%	1.27%	1.28%	-0.37%	AR
	9	Chambers Bank	1	\$11,207	\$7,026	59.51%	1.19%	0.84%	41.90%	AR
		COUNTY TOTALS	26	\$944,878	\$840,588	12.41%				
MADISON COUNTY	1	Arvest Bank	3	\$176,419	\$119,283	47.90%	46.29%	40.67%	13.82%	AR
	2	Today's Bank	2	\$75,244	\$69,182	8.76%	19.74%	23.59%	-16.30%	AR
	3	Anstaff Bank N.A.	2	\$66,765	\$53,911	23.84%	17.52%	18.38%	-4.70%	AR
	4	CS Bank	1	\$42,665	\$37,077	15.07%	11.20%	12.64%	-11.45%	AR
	5	First National Bank of North Arkansas	2	\$20,006	\$13,822	44.74%	5.25%	4.71%	11.38%	AR
		COUNTY TOTALS	10	\$381,099	\$293,275	29.95%				
SEBASTIAN COUNTY	1	First National Bank of Fort Smith	11	\$1,026,728	\$1,094,544	-6.20%	27.75%	31.57%	-12.10%	AR
	2	Arvest Bank	7	\$832,349	\$746,461	11.51%	22.49%	21.53%	4.49%	AR
	3	BancorpSouth	6	\$575,712	\$507,242	13.50%	15.56%	14.63%	6.35%	MS
	4	Regions Bank	4	\$267,391	\$207,475	28.88%	7.23%	5.98%	20.77%	AL
	5	Farmers Bank	10	\$213,222	\$191,422	11.39%	5.76%	5.52%	4.38%	AR
	6	Armstrong Bank	5	\$171,226	\$145,757	17.47%	4.63%	4.20%	10.08%	AR
	7	Simmons Bank	3	\$152,872	\$131,590	16.17%	4.13%	3.80%	8.86%	AR
	8	Bank OZK	3	\$107,651	\$115,444	-6.75%	2.91%	3.33%	-12.62%	AR
	9	Centennial Bank	3	\$82,087	\$76,294	7.59%	2.22%	2.20%	0.82%	AR
	10	First Security Bank	1	\$77,358	\$43,547	77.64%	2.09%	1.26%	66.46%	AR
	11	Chambers Bank	2	\$73,682	\$80,916	-8.94%	1.99%	2.33%	-14.67%	AR
	12	Firststar Bank N.A.	2	\$42,509	\$39,489	7.65%	1.15%	1.14%	0.87%	AR
	13	First Western Bank	1	\$37,966	\$46,545	-18.43%	1.03%	1.34%	-23.57%	AR
	14	Today's Bank	1	\$29,425	\$28,174	4.44%	0.80%	0.81%	-2.13%	OK
	15	Grand Savings Bank	1	\$9,997	\$12,353	-19.07%	0.27%	0.36%	-24.17%	OK
		COUNTY TOTALS	60	\$3,700,175	\$3,467,253	6.72%				