

Six-county market share breakdown

Ranked by share of countywide deposits as of June 30, 2022.

	RANK	INSTITUTION NAME	NO. OF BRANCHES IN COUNTY	2022 DEPOSITS (THOUSANDS)	2021 DEPOSITS (THOUSANDS)	% CHANGE IN DEPOSITS 2021-2022	2022 MARKET SHARE	2021 MARKET SHARE	% CHANGE IN MARKET SHARE 2021-2022	STATE WHERE CHARTERED
BENTON COUNTY	1	Arvest Bank	24	\$4,880,430	\$4,316,789	13.06%	54.56%	53.47%	2.04%	AR
	2	Bank of America N.A.	2	\$487,976	\$426,629	14.38%	5.46%	5.28%	3.23%	AL
	3	Grand Savings Bank	7	\$343,783	\$334,958	2.63%	3.84%	4.15%	-7.37%	AR
	4	Generations Bank	3	\$334,428	\$254,888	31.21%	3.74%	3.16%	18.42%	OK
	5	Bank OZK	8	\$326,648	\$347,385	-5.97%	3.65%	4.30%	-15.14%	AR
	6	First Western Bank	5	\$300,004	\$270,244	11.01%	3.35%	3.35%	0.19%	NC
	7	First Security Bank	7	\$288,799	\$242,506	19.09%	3.23%	3.00%	7.48%	AR
	8	Legacy National Bank	5	\$245,413	\$217,044	13.07%	2.74%	2.69%	2.05%	AR
	9	First National Bank of NWA	5	\$227,043	\$305,075	-25.58%	2.54%	3.78%	-32.83%	AR
	10	Regions Bank	3	\$195,000	\$200,941	-2.96%	2.18%	2.49%	-12.42%	AR
	11	Signature Bank of Arkansas	2	\$180,818	\$149,653	20.82%	2.02%	1.85%	9.05%	AR
	12	First Horizon Bank	1	\$180,531	\$162,075	11.39%	2.02%	2.01%	0.53%	AR
	13	Chambers Bank	1	\$151,423	\$125,630	20.53%	1.69%	1.56%	8.78%	AR
	14	Encore Bank*	1	\$149,935	\$109,454	36.98%	1.68%	1.36%	23.63%	AR
	15	Simmons Bank	3	\$141,345	\$145,200	-2.65%	1.58%	1.80%	-12.14%	AR
	16	Central Bank	1	\$126,894	\$115,915	9.47%	1.42%	1.44%	-1.20%	AR
	17	Centennial Bank	4	\$99,285	\$88,884	11.70%	1.11%	1.10%	0.81%	AR
	18	United Bank	1	\$53,740	\$51,909	3.53%	0.60%	0.64%	-6.57%	AR
	19	First National Bank	2	\$46,513	\$44,911	3.57%	0.52%	0.56%	-6.53%	MO
	20	Equity Bank	1	\$37,776	\$34,112	10.74%	0.42%	0.42%	-0.05%	AR
	21	The Citizens Bank	1	\$32,908	\$27,006	21.85%	0.37%	0.33%	9.98%	AR
	22	Cadence Bank**	1	\$31,221	\$18,334	70.29%	0.35%	0.23%	53.69%	MS
	23	Intrust Bank N.A.	1	\$26,645	\$25,301	5.31%	0.30%	0.31%	-4.95%	KS
	24	Great Southern Bank	1	\$23,909	\$21,644	10.46%	0.27%	0.27%	-0.30%	AR
	25	The Farmers & Merchants Bank	1	\$18,833	\$24,687	-23.71%	0.21%	0.31%	-31.15%	AR
	26	BOKF N.A.	1	\$12,914	\$11,495	12.34%	0.14%	0.14%	1.39%	AR
	27	First National Bank, Texas	1	\$1,244	\$736	69.02%	0.01%	0.01%	52.54%	TX
		COUNTY TOTALS	93	\$8,945,458	\$8,073,405	10.80%				
CARROLL COUNTY	1	CS Bank	4	\$279,460	\$261,341	6.93%	30.39%	30.39%	0.01%	AR
	2	Anstaff Bank N.A.	4	\$234,783	\$222,787	5.38%	25.53%	25.91%	-1.44%	AR
	3	Bank of 1889**	5	\$161,693	\$151,321	6.85%	17.58%	17.60%	-0.06%	AR
	4	Equity Bank	2	\$137,642	\$129,392	6.38%	14.97%	15.05%	-0.51%	AR
	5	Arvest Bank	2	\$105,918	\$95,121	11.35%	11.52%	11.06%	4.14%	AR
		COUNTY TOTALS	17	\$919,496	\$859,962	6.92%				
CRAWFORD COUNTY	1	Citizens' Bank & Trust Co.	8	\$489,170	\$443,861	10.21%	46.44%	46.98%	-1.14%	AR
	2	Arvest Bank	3	\$158,083	\$141,864	11.43%	15.01%	15.01%	-0.04%	AR
	3	Bank OZK	4	\$117,499	\$108,289	8.51%	11.16%	11.46%	-2.66%	AR
	4	Cadence Bank**	2	\$72,372	\$70,858	2.14%	6.87%	7.50%	-8.38%	MS
	5	Today's Bank	4	\$68,250	\$56,780	20.20%	6.48%	6.01%	7.83%	AR
	6	U.S. Bank N.A.	2	\$64,780	\$50,656	27.88%	6.15%	5.36%	14.72%	OH
	7	Generations Bank	1	\$57,207	\$49,340	15.94%	5.43%	5.22%	4.01%	AR
	8	Chambers Bank	1	\$14,714	\$11,207	31.29%	1.40%	1.19%	17.78%	AR
	9	Centennial Bank	1	\$11,228	\$12,023	-6.61%	1.07%	1.27%	-16.23%	AR
		COUNTY TOTALS	26	\$1,053,303	\$944,878	11.48%				
MADISON COUNTY	1	Arvest Bank	2	\$140,272	\$176,419	-20.49%	38.51%	46.29%	-16.80%	AR
	2	Today's Bank	2	\$76,837	\$75,244	2.12%	21.10%	19.74%	6.85%	AR
	3	Anstaff Bank N.A.	2	\$75,452	\$66,765	13.01%	20.72%	17.52%	18.25%	AR
	4	CS Bank	1	\$48,430	\$42,665	13.51%	13.30%	11.20%	18.77%	AR
	5	Bank of 1889**	2	\$23,224	\$20,006	16.09%	6.38%	5.25%	21.47%	AR
		COUNTY TOTALS	9	\$364,215	\$381,099	-4.43%				
SEBASTIAN COUNTY	1	First National Bank of Fort Smith	11	\$1,261,981	\$1,026,728	22.91%	31.06%	27.75%	11.94%	AR
	2	Arvest Bank	7	\$914,644	\$832,349	9.89%	22.51%	22.49%	0.08%	AR
	3	Cadence Bank**	6	\$596,433	\$575,712	3.60%	14.68%	15.56%	-5.65%	MS
	4	Regions Bank	4	\$251,171	\$267,391	-6.07%	6.18%	7.23%	-14.45%	AL
	5	Farmers Bank	10	\$228,154	\$213,222	7.00%	5.62%	5.76%	-2.55%	AR
	6	Armstrong Bank	2	\$195,617	\$171,226	14.24%	4.81%	4.63%	4.05%	AR
	7	Simmons Bank	3	\$145,266	\$152,872	-4.98%	3.58%	4.13%	-13.46%	AR
	8	First Security Bank	2	\$101,304	\$77,358	30.95%	2.49%	2.09%	19.27%	AR
	9	Bank OZK	3	\$98,365	\$107,651	-8.63%	2.42%	2.91%	-16.78%	AR
	10	Chambers Bank	2	\$86,576	\$73,682	17.50%	2.13%	1.99%	7.01%	AR
	11	Firststar Bank N.A.	2	\$51,195	\$42,509	20.43%	1.26%	1.15%	9.68%	AR
	12	Centennial Bank	2	\$45,742	\$82,087	-44.28%	1.13%	2.22%	-49.25%	AR
	13	First Western Bank	1	\$43,629	\$37,966	14.92%	1.07%	1.03%	4.66%	AR
	14	Today's Bank	1	\$31,094	\$29,425	5.67%	0.77%	0.80%	-3.76%	OK
	15	Grand Savings Bank	1	\$11,626	\$9,997	16.29%	0.29%	0.27%	5.92%	OK
		COUNTY TOTALS	57	\$4,062,797	\$3,700,175	9.80%				