

FINANCIAL SERVICES



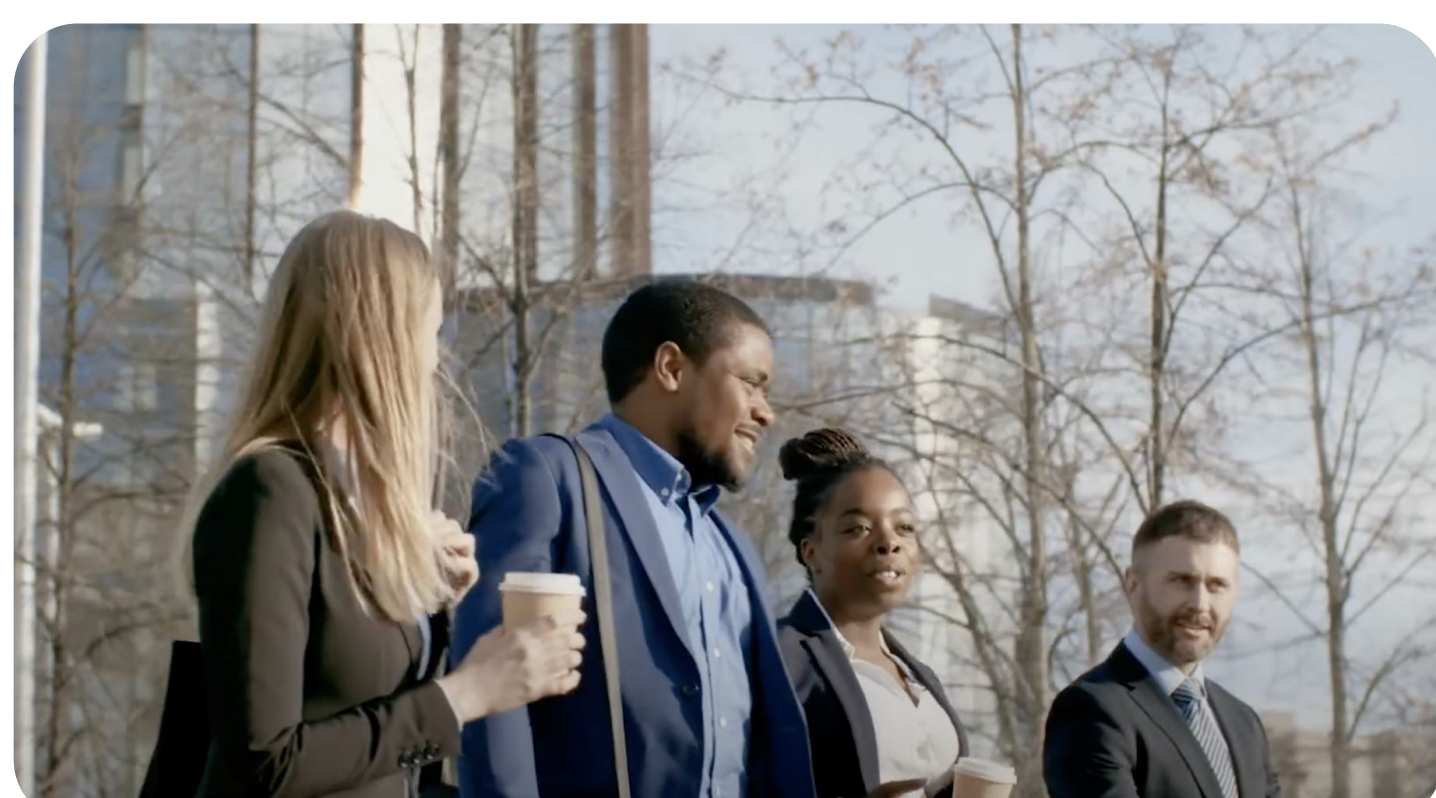
THE NUMBERS SPEAK FOR THEMSELVES

Charlotte has the fastest growing employment rate in financial services among major metropolitan areas in the past five years. The region's affordability, large workforce and workforce development partners make it attractive to employers and talent throughout the U.S. and the world.

2 LOWEST CORPORATE TAX
burdens in the southeast (NC & SC)

MORE THAN 3.5X
employed in the sector
the national average of
banking occupations

104,000
people employed in the sector



“Charlotte is flourishing and is bringing so much talent into the area.”

KIMBERLY MOORE-WRIGHT
Chief Teammate Officer & Head of Enterprise Diversity at Truist

REGIONAL BENEFITS

EXCEPTIONAL WORKFORCE

The sector's strength provides opportunities for companies specializing in cybersecurity, fintech, and insurtech to find the highly-talented workforce to grow their business.

104,000
employed in the sector

14,000+
employed in insurance

50,000+
employed in banking

29% INCREASE
increase in workforce from
2018-2023



ROBUST TALENT PIPELINE

There are more than 25 higher education institutions in the region with specialized programs that support the financial services sector. In addition to degreed programs, many universities in our region have partnerships with major employers to customize programs based on their specific needs.

5,700
students graduate each year
from higher education
institutions with degrees in
business and finance

60%
of UNC Charlotte Belk
College of Business graduates
work in the Charlotte Region

RECENT EXPANSIONS & RELOCATIONS

More than 4,400 jobs and \$3.1B in capital investment announced since 2023.

BANK OF AMERICA

2nd largest U.S. bank by assets and deposits

TRUIST

7th largest U.S. bank by assets and deposits

WELLS FARGO

Regional HQ

credit karma

East Coast HQ expansion, 450 jobs

THE BANK OF LONDON

U.S. expansion, 350 jobs

Dimensional

Southeast expansion, 260 jobs

Allstate

ally

AXA

lendingtree

LONDON STOCK EXCHANGE

LPL Financial

MetLife