South Plains Financial Recognized on Forbes Best In State Banks 2024

August 14, 2024

LUBBOCK, Texas, Aug. 14, 2024 -- South Plains Financial, Inc. (NASDAQ:SPFI) (“South Plains” or the “Company”), the parent company of City Bank (“City Bank” or the “Bank”), announced that it has been named to the Forbes’ America’s Best-in-State Banks for 2024. Of the eight banks/credit unions that made the list in the state of Texas, City Bank was ranked second.

Curtis Griffith, South Plains’ Chairman and Chief Executive Officer, commented, “We are honored to be once again recognized by Forbes. The Best in State ranking is special because it comes directly from our customers through an independent survey. This is a testament to our long history of building lasting relationships by delivering financial solutions with unrivaled customer service.”

Forbes partnered with market research firm Statista Inc. to survey approximately 26,000 U.S. residents. Participants were asked to name all the banks and credit unions where they currently have – and previously had - checking or savings accounts and to identify financial institutions they know through the experiences of friends and family. Respondents were asked to share their level of satisfaction with the bank or credit union, and their willingness to recommend it to others, and to rate the organization on such criteria as customer service, the quality of financial advice offered by the representatives, fee structures, ease of navigating digital services and accessing help at branch locations, and the degree of trust the financial institutions inspired.

Additionally, Statista collected online text reviews and ratings written between February 2021 and March 2024. This research accounted for 20% of the scoring, while the surveys accounted for 80%.

This is the second award City Bank has received from Forbes in 2024. In May, Forbes ranked City Bank 12th on the 2024 Best Banks in America list.

About South Plains Financial, Inc.

South Plains is the bank holding company for City Bank, a Texas state-chartered bank headquartered in Lubbock, Texas. City Bank is one of the largest independent banks in West Texas and has additional banking operations in the Dallas, El Paso, Greater Houston, the Permian Basin, and College Station, Texas markets, and the Ruidoso, New Mexico market. South Plains provides a wide range of commercial and consumer financial services to small and medium-sized businesses and individuals in its market areas. Its principal business activities include commercial and retail banking, along with investment, trust, and mortgage services. Please visit https://www.spfi.bank for more information.

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