



Our Vision:

“We want to satisfy our customers’ financial needs and help them succeed financially.”

- *The Vision, Values & Goals of Wells Fargo*

What a Premier Banker does

Premier Bankers at Wells Fargo strive to become trusted professionals to our affluent customers, both consumer and small business customers, and respected partners to many financial professionals across the enterprise. They serve as the customers’ relationship manager to uncover their specific financial needs and goals, backed by Wells Fargo’s expertise, technology and resources. By working closely in a branch-based team environment, Premier Bankers proactively advocate for our affluent customers. Premier Bankers develop strong relationships with other Wells Fargo partners that enable them to introduce customers to specialists who can assist with specific financial needs. These partnerships are critical to Premier Bankers’ success as well as helping the customer succeed financially by staying connected with them and ensuring the needs of the customer always come first. Premier Bankers are required to maintain Financial Industry Regulatory Authority (FINRA) Series registration and state insurance license(s) for ongoing employment in this position. Unlicensed Premier Bankers must complete license requirements within 120 days of hire.

How a Premier Banker helps customers succeed financially

Put customers at the center of everything you do:

- Display a friendly, positive attitude toward serving customers and possess strong customer service skills
- Build relationships with customers that go beyond a single interaction, being part of an affluent customer strategy centered on the customer’s financial needs
- Engage customers in meaningful financial conversations that include understanding what’s important to them
- Inform customers of appropriate options available to help them achieve their financial goals
- Proactively follow up with customers on commitments, satisfaction, and ongoing financial conversations to build lifelong relationships

Earn the customers’ trust:

- Demonstrate awareness and respect for customers’ time by ensuring all interactions are efficient and accurate
- Follow all policies and procedures required to maintain accuracy, manage risk, prevent fraud, and protect customers

Resolve customers’ complaints and concerns:

- Execute problem resolution steps in compliance with Wells Fargo Complaints Management policies
- Listen carefully to customers, displaying empathy for the customers’ situation
- Take ownership of the issue and follow up to ensure the issue is resolved, working with other groups as needed

Possess strong character and values:

- Follow Wells Fargo Code of Ethics and Sales Integrity policy
- Exhibit a high degree of integrity, trustworthiness and professionalism at all times
- Manage risk by maintaining appropriate controls to ensure operational integrity and compliance with applicable regulations, policy requirements and audit procedures

Embrace the opportunity to learn:

- Learn the costs and benefits of products and services that can help meet customer needs
- Seek opportunities for self-guided learning and embrace coaching and feedback from fellow team members

Work effectively with a diverse team:

- Lead by example to create an inclusive and professional environment where all team members are respected and diversity is valued

Together we’ll go far

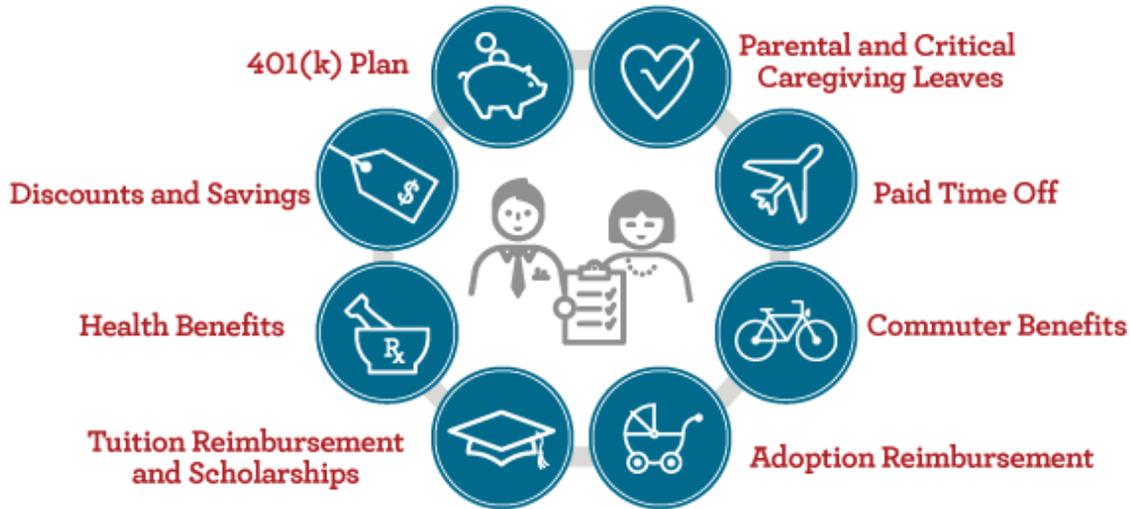


- Demonstrate genuine care for every team member, taking the initiative to assist others
- Participate in meetings and share ideas to help achieve team objectives

What you can expect from us

Our next big investment is in YOU. “We strive to attract, develop, motivate, and retain the best team members – and collaborate across businesses and functions to serve customers.” *The Vision, Values & Goals of Wells Fargo*

At Wells Fargo, each person is valued for individual skills and talents, has the opportunity to fulfill personal ambitions, and contributes to the success of the company. That’s why, in addition to ongoing coaching and career development, Wells Fargo provides all eligible team members with a comprehensive set of benefits designed to protect their physical and financial health and to help them make the most of their financial future.



About us

Wells Fargo & Company (NYSE: WFC) is a diversified, community-based financial services company with \$1.9 trillion in assets. Founded in 1852, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial financial services through more than 8,600 locations, 13,000 ATMs, online (wellsfargo.com), and mobile devices.

At Wells Fargo, we embrace our responsibility to be a leading corporate citizen – socially, economically, and environmentally – and the opportunity to create more resilient, sustainable communities through our operations and actions.

Wells Fargo’s brand is supported by principles to deliver on our purpose and promise to work together to differentiate us from our competitors:

- Relationships that last a lifetime. We know our customers and care about them as individuals. In every interaction with us, they feel understood, recognized, and supported through their financial journey.
- Expertise and guidance to help our customers make confident decisions. We provide guidance and options so that customers can make informed choices.
- Going the extra mile to do what’s right. We put the interests of customers and communities first in all we do. We come through for them so they know we are there in good times and bad. We work to make their lives easier.



INVESTMENTS AND INSURANCE PRODUCTS:

NOT FDIC INSURED	NO BANK GUARANTEED	MAY LOSE VALUE
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Relevant military experience is considered for veterans and transitioning service men and women. Wells Fargo is an Affirmative Action and Equal Opportunity Employer, Minority/Female/Disabled/Veteran/Gender Identity/Sexual Orientation.

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