

Job Overview

Premier Banker

What a premier banker does

Premier bankers at Wells Fargo strive to become trusted professionals of affluent customers, both consumer and small business customers, and respected partners to many financial professionals across the enterprise. They do so by engaging customers in needs-based conversations to discover what's uniquely personal and often complex about their financial situation and goals. Backed by Wells Fargo's experience, technology and resources, they develop a broad perspective and leverage a team-based approach across deposit, credit and investments to serve, advise and manage customers' individual financial needs.

This holistic focus on the customer experience is designed to help premier bankers acquire, grow and retain meaningful relationships so customers transition to long-term clients of Wells Fargo.

How a premier banker helps customers succeed financially

It starts by understanding each customer's full financial picture and finding out what's most important to them —whether that's saving for their children's college education, starting or managing a small business, building toward or starting retirement, or leaving a legacy.

With this knowledge and a strong understanding of the areas of focus and experience available from specialists across Wells Fargo, premier bankers deliver individualized service, advice and guidance that helps customers improve their financial lives by:

- Learning more about their financial situation and objectives to provide individualized options to meet their banking product and service needs.
- Evaluating customers' financial circumstances and offering introductions to partners who can address their unique needs, with a focus on financial advisors, business banking specialists, home lending, and wealth management.
- Continuously evolving in their understanding and assessment of customers' financial objectives, needs, and potential solutions through purposeful, planned outreach, evaluation, and follow up.
- Understanding and managing risk and always acting in the customer's best interest.

Equally important is continuous learning and professional development. Premier bankers benefit from a robust offering of onboarding, product and specialized training across disciplines, relationship management development workshops, and ongoing personal and team-based coaching.

This description is a general summary of the job. Day-to-day activities, duties, and responsibilities will differ from individual to individual due to factors including, but not limited to: experience, clients serviced, areas of focus, and overall client needs at a given time in a particular economic climate.



Wells Fargo is an industry leader in wealth management, supporting homeowners and consumers, commercial banking, commercial real estate, and treasury management.

What you can expect from us

Our next big investment is in YOU.

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 employees 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 leading financial services company that has approximately \$1.9 trillion in assets and proudly serves one in three U.S. households and more than 10% of all middle market companies and small businesses in the U.S. We provide a diversified set of banking, investment and mortgage products and services, as well as consumer and commercial finance, through our four reportable operating segments: Consumer Banking and Lending, Commercial Banking, Corporate and Investment Banking, and Wealth and Investment Management. Wells Fargo ranked No. 30 on Fortune's 2020 rankings of America's largest corporations. In the communities we serve, the company focuses its social impact on building a sustainable, inclusive future for all by supporting housing affordability, small business growth, financial health and a low-carbon economy.

News, insights, and perspectives from Wells Fargo are also available at: Wells Fargo Stories. <https://stories.wf.com>. Additional information may be found at www.wellsfargo.com | Twitter: @WellsFargo.

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