



# Balfour Capital Group Truist Financial Corporation

Truist Financial Corporation is a purpose-driven financial services company formed by the 2019 merger of BB&T and SunTrust Banks. Headquartered in Charlotte, North Carolina, Truist offers a wide array of services, including retail and commercial banking, asset and wealth management, mortgage services, payments, and capital markets. As of March 31, 2025, the company reported total assets of \$536 billion, ranking it among the top 10 commercial banks in the U.S.

## 1. Top 5 Competitors

Truist competes with several major financial institutions. Its top five competitors include:

- JPMorgan Chase & Co.
- Bank of America
- Wells Fargo
- Citizens Financial Group
- U.S. Bank (U.S. Bancorp)

These institutions offer similar banking and financial services across overlapping markets.

## 2. Largest Institutional Shareholders

As of March 31, 2025, the top institutional shareholders of Truist Financial Corporation are:

- American Century Investment Management Inc. – 11.01%
- The Vanguard Group, Inc. – 9.08%
- Capital Research and Management Company – 8.15%
- BlackRock, Inc. – 7.56%
- State Street Global Advisors, Inc. – 4.71%

Institutional investors collectively own approximately 87% of Truist's outstanding shares.



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## 3. Management Team

Key members of Truist's leadership include:

- William H. Rogers Jr. – Chairman & CEO
- Michael Maguire – Chief Financial Officer
- Brad Bender – Chief Risk Officer

Amy Collins – Chief of Staff

Additionally, Tom Hackett serves as Chairman & CEO of Truist Securities, the company's investment banking division.

## 4. Revenue

For the fiscal year ending December 31, 2024, Truist reported annual revenue of \$24.25 billion, marking a 19.02% decline from the previous year.

## 5. Institutions with Buy Recommendations:

As of June 2025, Truist Financial Corporation has received buy recommendations from several financial institutions and analysts. The company has been rated as a "Buy" by multiple analysts, reflecting positive sentiment towards its stock.

## 6. Analyst Sentiment Summary

Analyst sentiment towards Truist Financial Corporation is generally positive. The stock has received a consensus rating of "Buy" from analysts, with an average price target of \$48.27, suggesting potential upside from current levels.

## 7. Insider Buying and Selling (Last 24 Months)

Over the past 24 months:

- Insider Buying: Insiders have purchased a total of 101,480 shares, amounting to approximately \$4.46 million. Notably, CEO William H. Rogers Jr. accounted for the majority of these purchases.
- Insider Selling: Insiders have sold a total of 15,418 shares, totaling around \$665,712.

Key individuals involved in these sales include Cynthia B. Powell and K. David Boyer Jr.