

2018 BROKERAGE REPORT CARD

The average investment advisor

	OVERALL		TOP 20%		REMAINING 80%	
	2018	2017	2018	2017	2018	2017
Average						
Age	50.5	51.3	51.2	51.7	50.3	50.9
Years with firm	12.4	13.0	13.6	12.8	12.5	12.9
Years in industry	22.2	22.5	23.8	23.5	21.9	22.0
Size of book (\$mil.)	139.6	129.7	274.4	221.8	106.1	104.4
Number of client households	177.6	182.3	116.2	110.3	193.0	201.8
AUM/client household (\$)	1,043,135	943,279	2,585,774	2,409,525	657,476	565,830
% of client accounts with assets* of:						
Less than \$100,000	4.7	8.0	0.9	1.4	5.7	9.7
\$100,000 to \$250,000	8.4	12.8	2.8	4.2	9.9	14.8
\$250,000 to \$500,000	18.0	19.7	8.1	10.0	20.5	22.4
\$500,000 to \$1 million	27.6	25.4	18.9	19.5	29.6	26.7
\$1 million to \$2 million	22.5	18.1	30.6	28.9	20.5	15.3
More than \$2 million	18.6	16.1	38.9	36.0	13.5	11.2
Average % of source of revenue*:						
Fee/asset-based	66.9	66.1	69.6	72.7	66.8	64.9
Transaction-based	25.8	29.4	20.1	22.4	26.7	30.3
Fee for service	4.1	1.0	7.8	1.1	3.3	1.1
Deal-based	2.9	2.9	2.1	3.5	3.0	3.0
Branch manager override	0.2	0.4	0.5	0.3	0.2	0.5
Average % of product distribution*:						
Equities	43.2	42.0	45.1	42.5	42.3	40.8
Bonds	11.8	12.6	15.5	15.6	10.8	11.9
Mutual funds	23.1	25.4	16.8	19.5	25.1	27.5
ETFs	7.9	6.0	9.1	8.4	7.5	5.3
Proprietary managed products	3.3	2.7	5.9	1.7	2.7	3.2
Third-party managed products	5.3	4.2	3.8	4.1	5.8	4.2
Alternative investments	1.3	1.8	1.3	4.4	1.2	1.4
Banking products	1.0	1.7	0.5	1.2	1.2	1.7
Income trusts	0.8	0.7	0.5	0.7	0.9	0.7
Insurance products	2.1	3.0	1.2	1.8	2.4	3.4

*NUMBERS DO NOT ALWAYS TOTAL 100% BECAUSE OF ROUNDING
SOURCE: INVESTMENT EXECUTIVE RESEARCH

INVESTMENT EXECUTIVE CHART