

**2018 DEALERS' REPORT CARD**  
**The average advisor**

	OVERALL		TOP 20%		REMAINING 80%	
	2018	2017	2018	2017	2018	2017
<b>Average</b>						
Age	54.4	53.8	54.4	53.6	54.3	53.8
Years with firm	12.8	11.4	13.4	12.4	12.8	11.2
Years in industry	22.1	20.8	24.2	22.3	21.1	20.3
Size of book (\$mil.)	38.4	36.6	78.2	71.3	28.3	27.7
Number of client households	197.7	199.3	151.3	155.2	211.9	211.3
AUM/client household (\$)	238,771	215,728	608,466	525,387	146,348	138,313
<b>% of client accounts with assets of:</b>						
Less than \$100,000	25.7	28.7	7.8	11.5	29.8	33.0
\$100,000 to \$250,000	23.9	26.7	16.5	18.9	25.7	28.6
\$250,000 to \$500,000	24.1	23.1	23.6	28.0	24.0	21.9
\$500,000 to \$1 million	15.2	13.6	22.6	22.4	13.5	11.4
\$1 million to \$2 million	7.6	5.3	19.1	10.6	4.9	3.9
More than \$2 million	3.6	2.6	10.4	8.6	2.0	1.2
<b>Average % of source of revenue:</b>						
Fee/asset-based	78.7	77.3	81.0	83.9	78.0	76.5
Transaction-based	17.5	21.4	13.0	14.4	18.4	22.2
Fee for service	3.5	0.6	5.7	1.3	3.1	0.4
Deal-based	0.1	0.5	0.0	0.0	0.1	0.1
Branch manager override	0.3	0.7	0.3	0.4	0.3	0.8
<b>Average % of gross revenue derived from:</b>						
Equities	5.5	6.2	10.9	15.7	4.2	4.1
Bonds	1.1	0.6	1.9	1.4	0.9	0.3
Mutual funds	69.1	69.3	57.2	59.4	71.8	71.9
Exchange-traded funds	1.8	1.4	3.8	4.3	1.3	0.7
Proprietary managed	4.1	2.8	12.1	7.8	2.4	1.5
Third-party managed	1.8	0.9	3.6	1.5	1.4	0.8
Alternative investments	0.2	0.1	0.8	0.2	0.0	0.1
Income trusts	0.2	0.0	0.4	0.1	0.1	0.0
Insurance products	15.5	17.2	9.1	8.5	16.9	19.1
Banking products	0.8	1.4	0.4	1.0	0.9	1.6

SOURCE: INVESTMENT EXECUTIVE RESEARCH

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