

## 2018 ADVISORS' REPORT CARD

# The average advisor

Data from advisors surveyed in:	<u>Overall</u>		<u>Brokerages</u>		<u>Dealers</u>		<u>Banks</u>		<u>Insurance agencies</u>	
	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017
Average										
Age	50.4	50.5	50.5	51.3	54.7	53.8	42.0	41.8	51.4	51.8
Years with firm	12.5	12.2	12.4	13.0	12.8	11.4	12.5	11.7	12.5	12.5
Years in industry	20.8	20.5	22.2	22.5	22.1	20.8	16.6	16.7	20.7	20.3
Value of book (\$mil.)	82.5	78.5	139.6	129.7	38.4	36.6	90.6	85.2	31.3	33.9
No. of client households	280.2	282.3	177.6	182.3	197.7	199.3	296.0	325.5	518.4	514.9
Female advisors (%)	22.5	21.7	15.7	13.5	19.4	17.6	42.5	45.3	20.9	20.5
Male advisors (%)	77.5	78.3	84.3	86.5	80.6	82.4	57.5	54.7	79.1	79.5
Average % of gross revenue derived from:										
Fee/asset-based	50.4	51.4	66.9	66.1	78.7	77.3	5.9	9.5	22.9	24.6
Transaction-based	16.0	18.8	25.8	29.4	17.5	21.4	11.6	13.5	3.0	1.7
Average % of product distribution:										
Mutual funds	49.8	51.5	23.1	25.4	69.1	69.3	45.0	48.5	64.3	82.7
Proprietary managed products	9.9	6.0	3.3	2.7	4.1	2.8	23.0	16.4	14.5	7.7
Third-party managed products	4.5	3.2	5.3	4.2	1.8	0.9	2.9	2.1	21.3	8.9
Advisors' total annual compensation (%):										
Below \$100,000	21.8	22.1	3.8	4.0	21.7	20.4	43.7	45.4	27.6	31.7
\$100,000 to \$500,000	58.8	57.9	55.3	58.5	66.4	68.3	56.3	53.5	55.4	46.8
\$500,000 to \$1 million	13.3	13.9	27.5	26.9	8.6	9.1	0	1.1	11.4	12.0
More than \$1 million	6.1	6.1	13.2	10.5	3.3	2.1	0	0	5.7	9.5

SOURCE: INVESTMENT EXECUTIVE RESEARCH

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