

2025 REPORT CARD ON BANKS						
The average retail branch advisor						
	OVERALL		TOP 20% <sup>1,2</sup>		REMAINING 80% <sup>1,2</sup>	
	2025	2024	2025	2024	2025	2024
Average						
Age	42.4	41.2	45.0	42.9	41.6	40.3
Years with firm	12.8	11.4	18.2	14.8	12.4	10.9
Years in industry	17.0	15.8	21.1	18.3	16.2	15.2
Book size (mil. in AUM) <sup>2</sup>	\$149.0	\$121.6	\$274.0	\$204.8	\$117.7	\$102.6
Number of client households <sup>2</sup>	300	270	250	257	313	272
AUM per client household <sup>1,2</sup>	\$545,438	\$461,088	\$1,188,503	\$818,544	\$384,672	\$371,202
% of client accounts with assets of <sup>2</sup> :						
Less than \$100,000	8.9	7.0	6.7	5.2	9.3	7.1
\$100,000 to \$250,000	23.8	25.3	15.0	18.1	25.8	27.1
\$250,000 to \$500,000	33.1	31.1	31.1	33.7	33.7	30.8
\$500,000 to \$1 million	23.2	25.1	26.2	28.2	22.6	24.5
\$1 million to \$2 million	8.2	8.7	14.2	11.1	6.7	8.0
More than \$2 million	2.8	2.9	6.8	3.7	1.8	2.5
Average % of compensation derived from:						
Salary	42.9	54.2	50.6	55.1	41.4	49.8
Transaction-based	21.9	12.6	7.4	10.0	23.2	15.1
Bonus-based	22.3	25.5	31.0	24.6	21.3	26.0
Asset-based, discretionary	3.8	1.0	3.8	0.0	4.5	1.6
Asset-based, non-discretionary	7.0	5.5	5.9	9.9	7.6	5.9
Referrals	2.1	1.2	1.3	0.3	2.0	1.6
Average % of AUM derived from <sup>2</sup> :						
Mutual funds	31.6	35.1	36.1	36.4	30.5	34.9
Proprietary managed wrap accounts	39.8	33.9	36.3	32.1	40.9	34.5
Third-party managed wrap accounts	2.5	1.4	3.2	1.2	2.3	1.5
ETFs	2.6	1.1	2.3	0.2	2.8	1.2
PPNs	2.6	1.8	2.5	2.7	2.7	1.6
GICs	13.8	21.6	11.9	21.2	13.9	21.6
Term deposits	2.8	2.2	1.8	2.8	3.1	1.7
High-interest saving accounts	2.0	2.0	2.0	1.9	2.0	2.1
Other	2.3	1.0	4.1	1.4	1.9	1.0
% of advisors at each compensation level <sup>3</sup>			All product- and asset-related data for 2025 were reported as of Dec. 31, 2024. Data for 2024 were reported as of year-end 2023. Percentage breakdowns may not total 100% due to rounding.			
	2025	2024				
Less than \$100,000	14.6	20.4	<sup>1</sup> Calculated using only the advisors who provided both size of book and number of client households (245/300 respondents). <sup>2</sup> Data exclude Bank of Nova Scotia advisors due to differences in their business model. <sup>3</sup> Includes bonuses. For the 2025 data, 288/300 respondents answered this query pertaining to net compensation as of Dec. 31, 2024. For the 2024 report, 255/263 responded for Dec. 31, 2023.			
\$100,000 to \$150,000	31.6	34.5				
\$150,000 to \$200,000	27.4	25.9				
\$200,000 to \$250,000	11.5	8.6				
\$250,000 to \$500,000	13.5	10.2				
More than \$500,000	1.4	0.4	Source: <i>Investment Executive</i> research			