

Q1 2020

# BLACK BOOK OF CHARTS

PRODUCED AND PRINTED BY

**CRAMER**  
+associates



# Bank BD Peer Benchmarking

We have found that a relatively small number of Bank Broker-Dealers provide the most accurate reflection of the trends and transitions taking place in the bank brokerage industry.

We call them the "Core Bank BDs" and they include PNC, Citi, U.S. Bank, SunTrust, Fifth Third, Citizens, Key, BB&T, BBVA, BMO Harris, Huntington M&T, and First Citizens. The revenue of these Bank BDs ranges between \$400m and \$50m and their retail deposits between \$20b and \$200b. What makes their data useful as an industry benchmark is that no bank is too big to have an oversized impact on the data in any given time period, and no bank is too small to have data that varies wildly in short timeframes.

It is the consistency and verifiability of the data from these "Core Bank BDs" that make them a useful indicator of the health and direction of the bank brokerage industry.

**If you would like more detailed data, which always protects the privacy of the individual firms, please reach out to Jack Cramer directly at 303.532.7003.**

## The "Core Banks BDs"

used in our research include:

- PNC
- Citi
- U.S. Bank
- SunTrust
- Fifth Third
- Citizens
- Key
- BB&T
- Huntington
- BBVA
- BMO Harris
- M&T
- First Citizens

**CRAMER**  
+associates

# Bank Brokerage... By The Numbers

Revenue per  
\$1m Retail Deposits

**\$2,426**

AVERAGE  
ANNUALIZED

Return  
on Assets

**74 bps**

AVERAGE  
ANNUALIZED

Advisor  
Productivity

**\$452,491**

AVERAGE  
ANNUALIZED

Fee-Based Revenue  
as % of Advisor  
Compensable Revenue

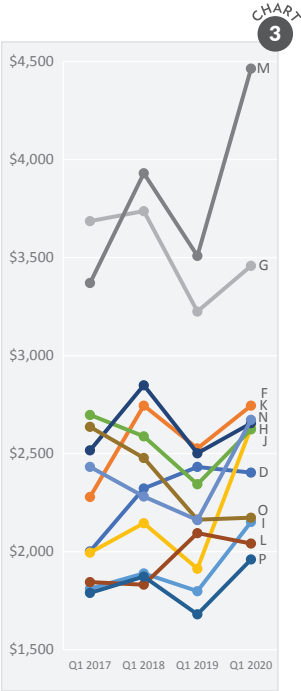
**44%**

AVERAGE

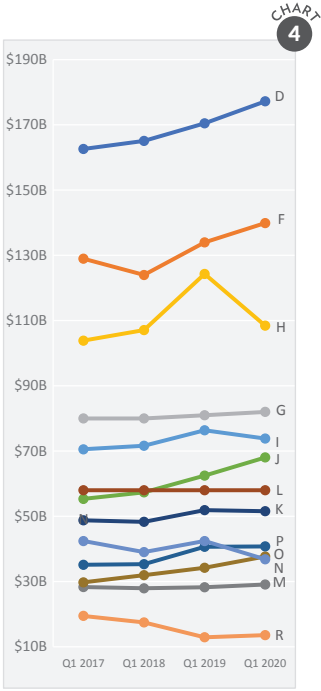
PEER BENCHMARKING FOR...

# Presidents

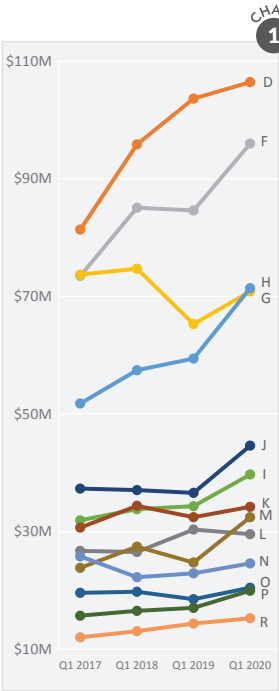
Revenue Per  
\$1m of Retail  
Deposits  
(Annualized)



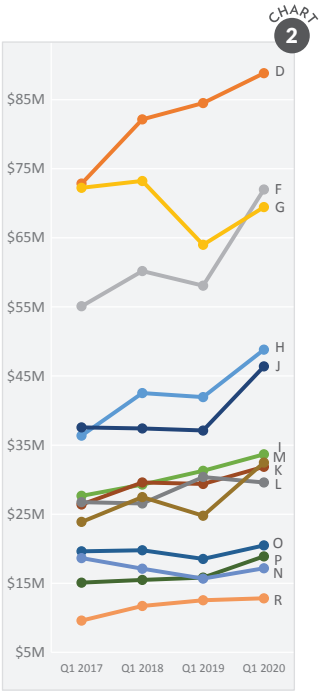
Retail  
Deposits



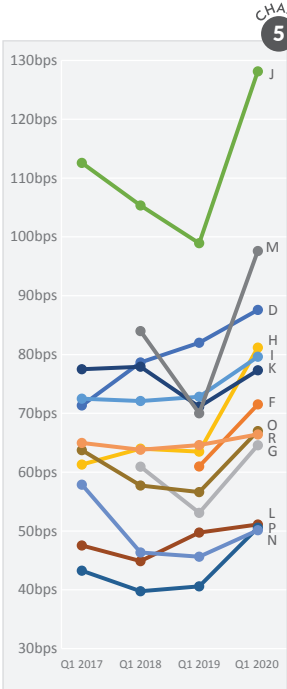
Total Revenue



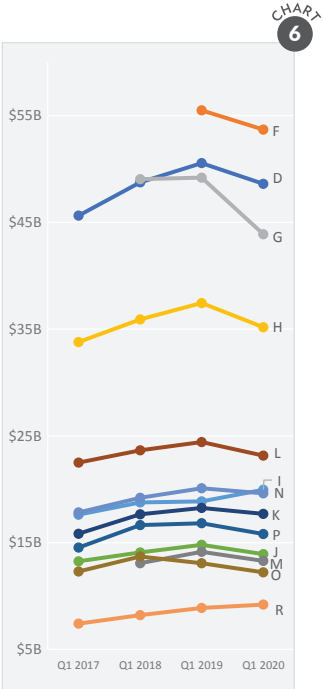
Advisor Compensable Revenue



Return on Assets (Revenue Annualized)



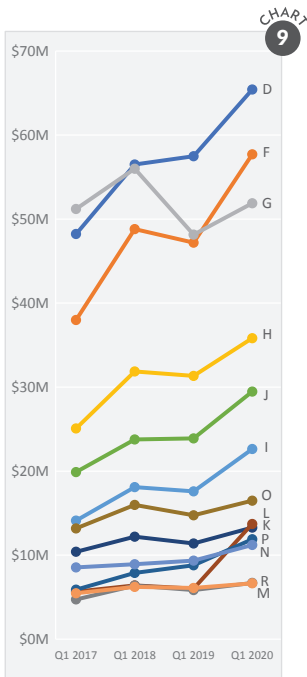
Total BD AUM



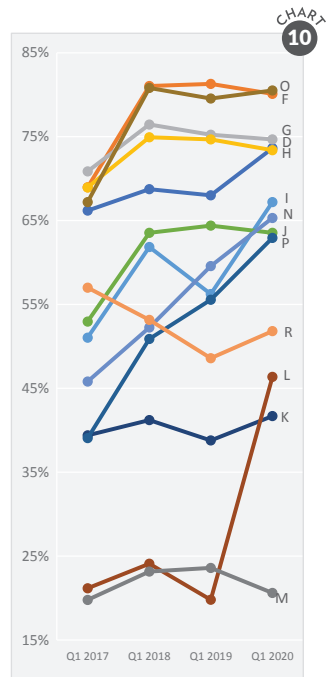
PEER BENCHMARKING FOR...

# Sales Managers

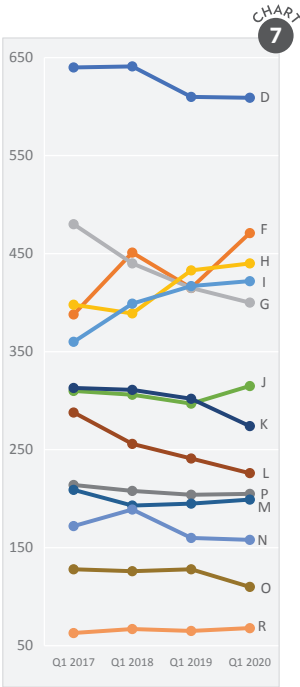
Recurring Revenue



Recurring Revenue as % of Advisor Compensable Revenue



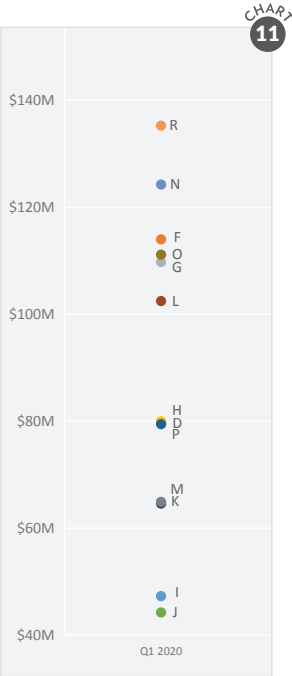
Advisor  
Headcount



Advisor  
Productivity  
(Annualized)



Average AUM  
per Advisor



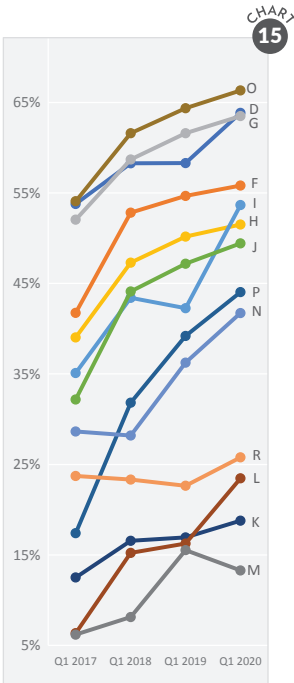
Retail  
Deposits  
per Advisor



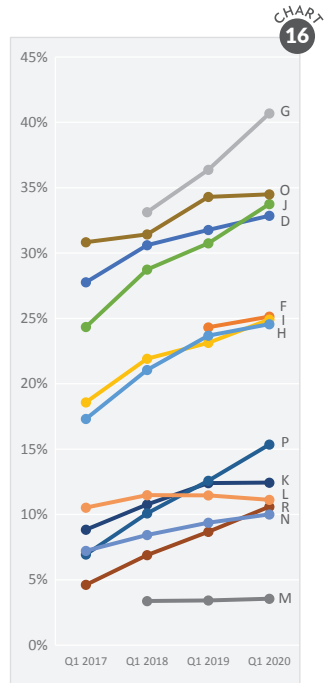
PEER BENCHMARKING FOR...

# Fee-Based/ Managed Money Product Managers

Fee-Based as  
% of Advisor  
Compensable  
Revenue

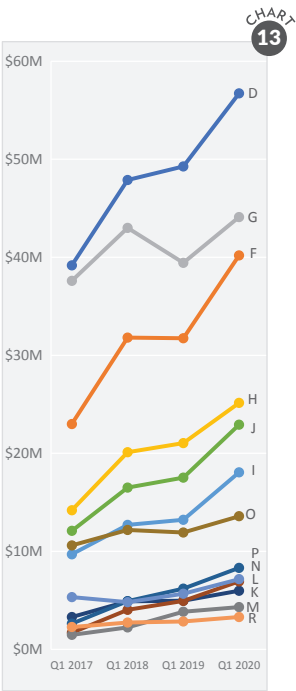


MM AUM  
as % of  
Total AUM

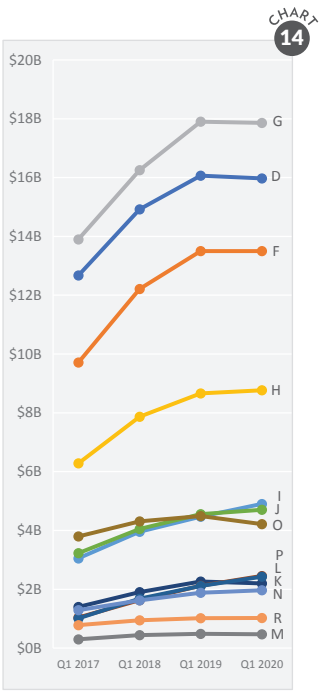




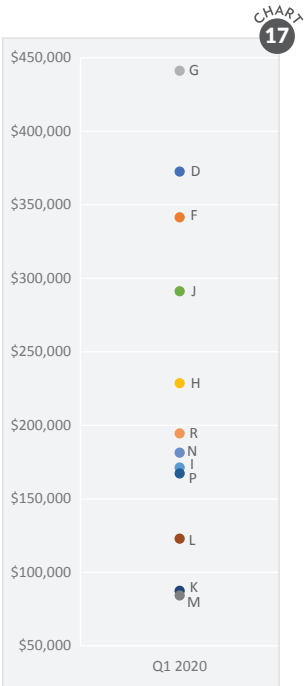
Fee-Based Revenue



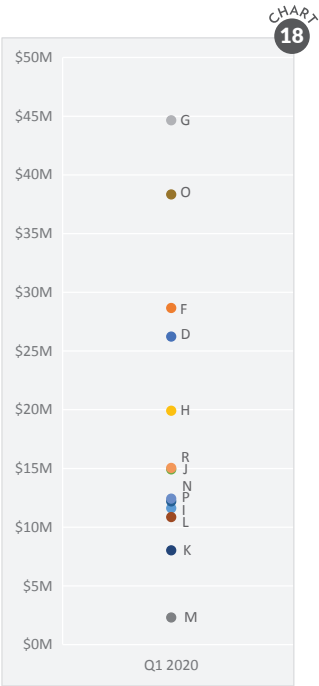
Managed Money AUM



Fee-Based Revenue per Advisor (Annualized)



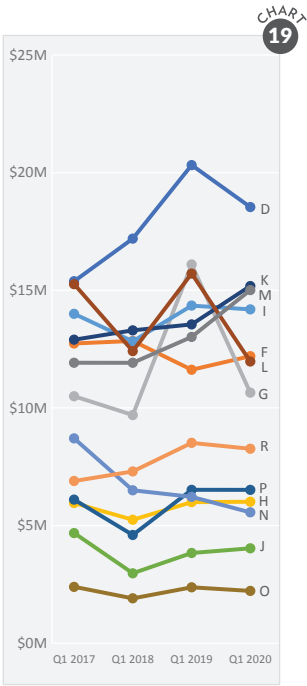
Managed Money AUM per Advisor



PEER  
BENCHMARKING  
FOR...

# Annuity Product Managers

Annuity  
Revenue



Annuity  
Revenue per  
Advisor



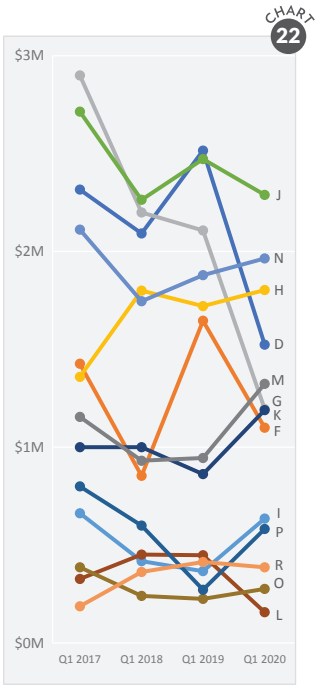
Annuity  
Revenue as  
% of Advisor  
Compensable  
Revenue



PEER  
BENCHMARKING  
FOR...

# Life Insurance Product Managers

## Life Insurance Revenue



## Life Insurance Revenue per Advisor



## Life Insurance Revenue as % of Advisor Compensable Revenue

