

Q2 2022

CRAMER BOOK OF CHARTS

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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, Fifth Third, Citizens, Key, BMO Harris, Huntington, First Horizon, First Citizens and Wilmington Advisors at M&T. The revenue of these Bank BDs ranges between \$525m and \$50m and their retail deposits between \$20b and \$225b. 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
- Huntington
- First Horizon
- Citizens
- Key
- Fifth Third
- Wilmington
- First Citizens
- U.S. Bank
- BMO Harris
- Advisors at M&T

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Bank Brokerage... By The Numbers

Revenue per
\$1m Retail Deposits
(Annualized)

\$2,538

AVERAGE

Return
on Assets

75 bps

AVERAGE

Advisor
Productivity

\$660,728

AVERAGE

Fee-Based Revenue
as % of Advisor
Compensable Revenue

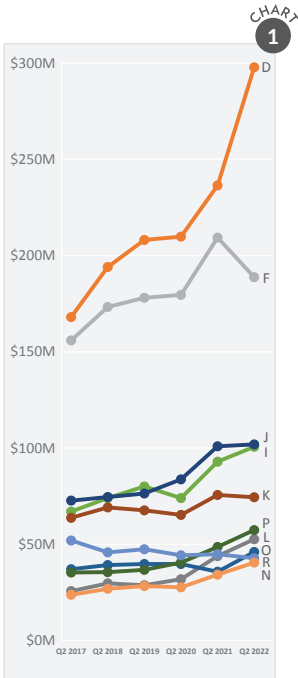
52%

AVERAGE

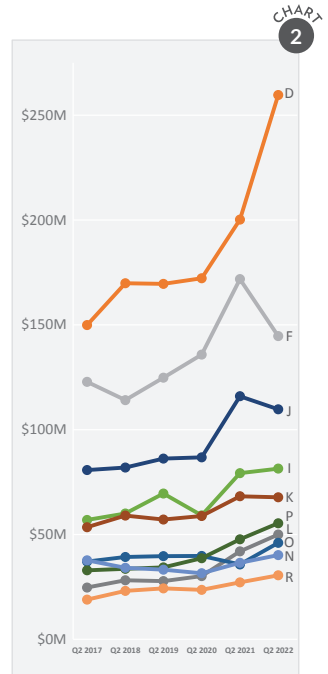
PEER BENCHMARKING FOR...

Presidents

Total Revenue



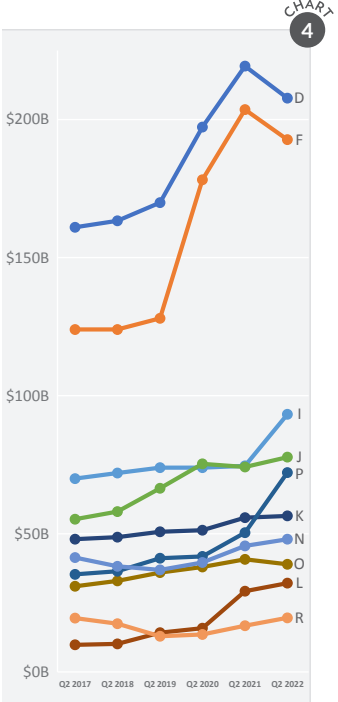
Advisor Compensable Revenue



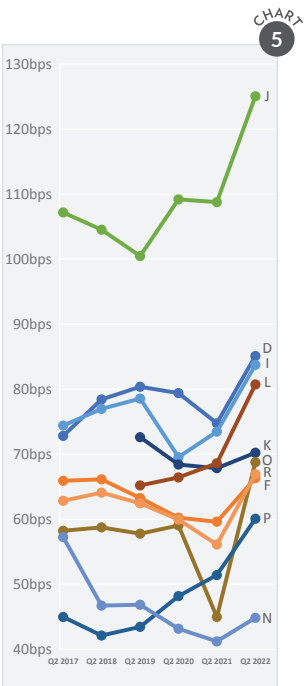
Revenue Per \$1m of Retail Deposits (Annualized)



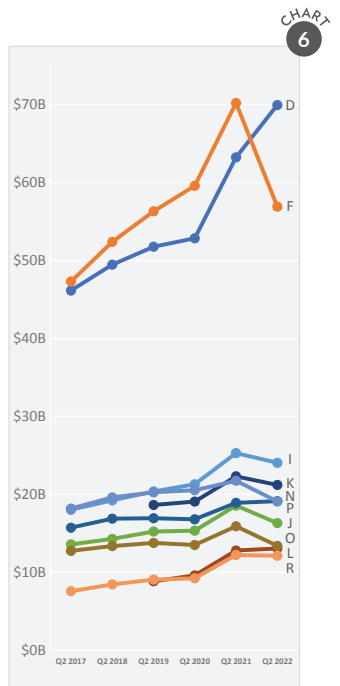
Retail Deposits



Return on Assets (Revenue Annualized)



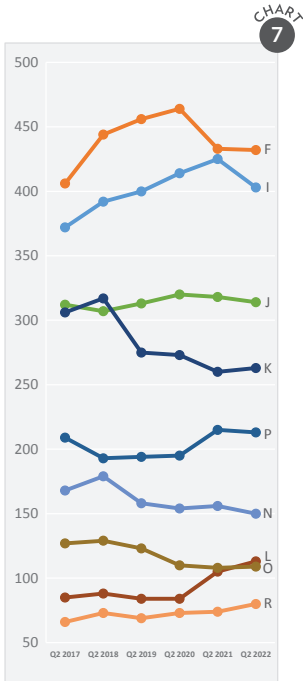
Total BD AUM



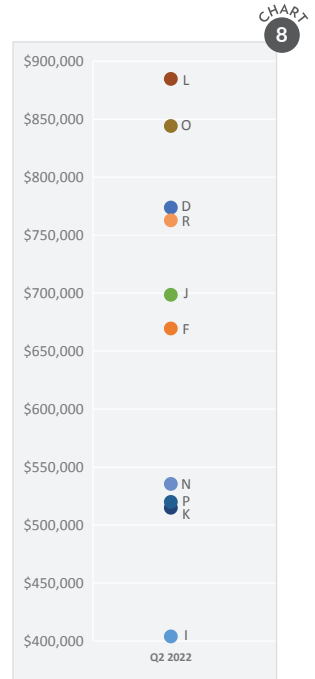
PEER BENCHMARKING FOR...

Sales Managers

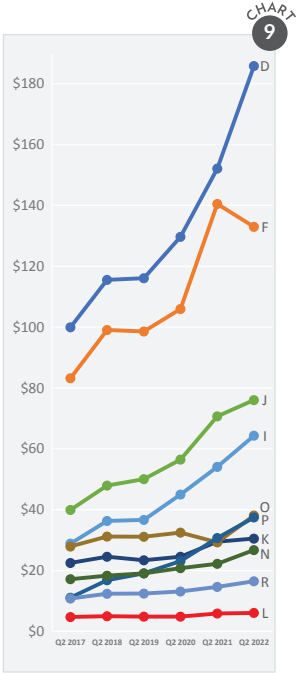
Advisor Headcount



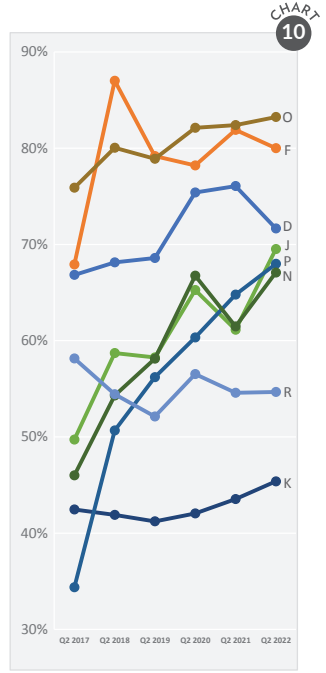
Advisor Productivity (Annualized)



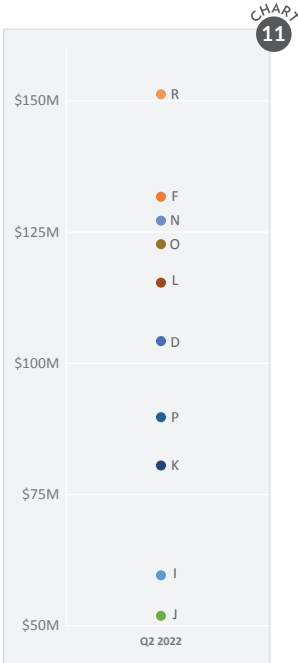
Recurring Revenue



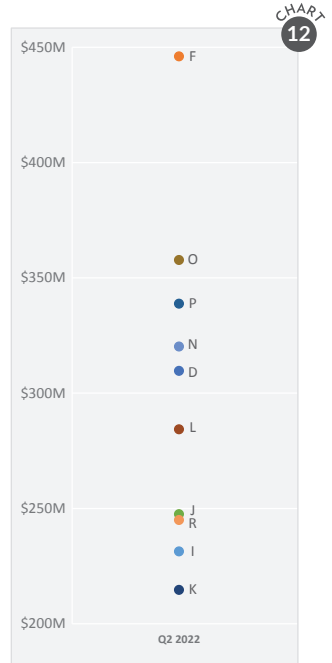
Recurring Revenue as % of Advisor Compensable Revenue



Average AUM per Advisor



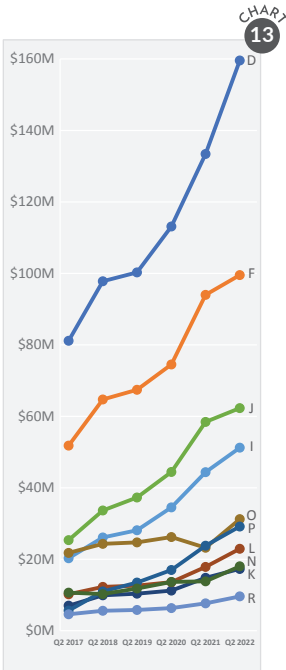
Retail Deposits per Advisor



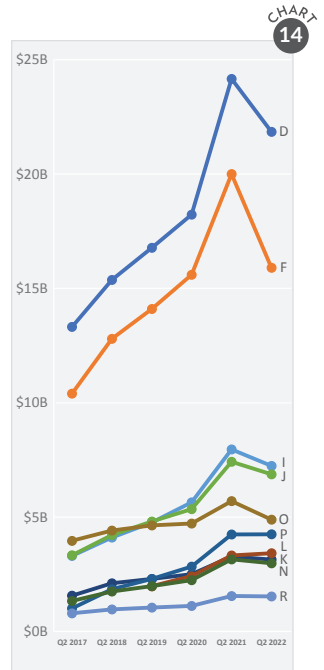
PEER BENCHMARKING FOR...

Fee-Based/ Managed Money Product Managers

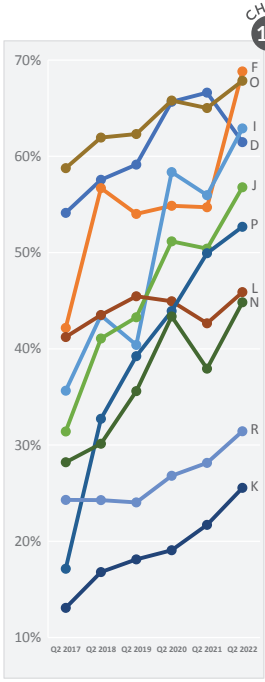
Fee-Based Revenue



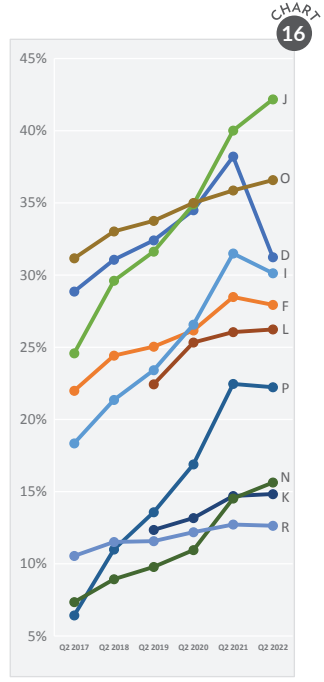
Managed Money AUM



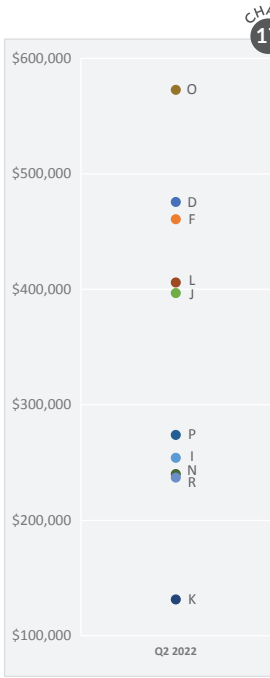
Fee-Based as % of Advisor Compensable Revenue



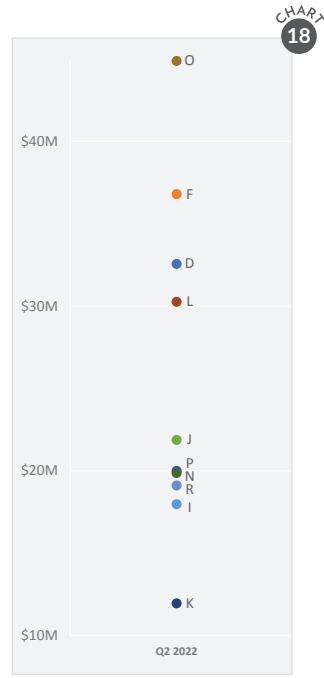
MM AUM as % of Total AUM



Fee-Based Revenue per Advisor



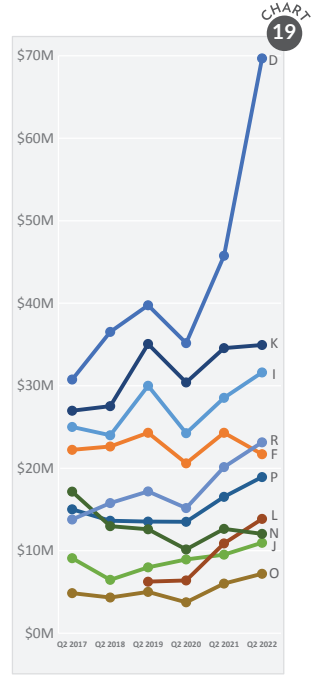
Managed Money AUM per Advisor



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BENCHMARKING
FOR...

Annuity Product Managers

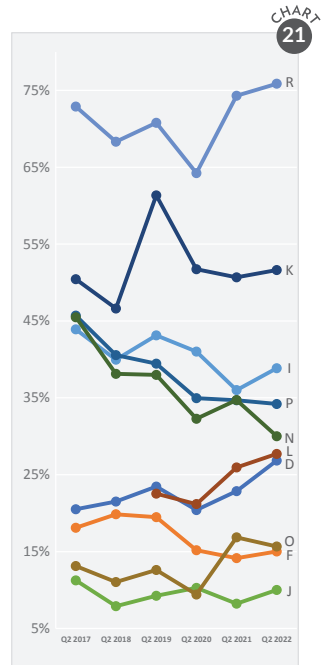
Annuity Revenue



Annuity Revenue per Advisor



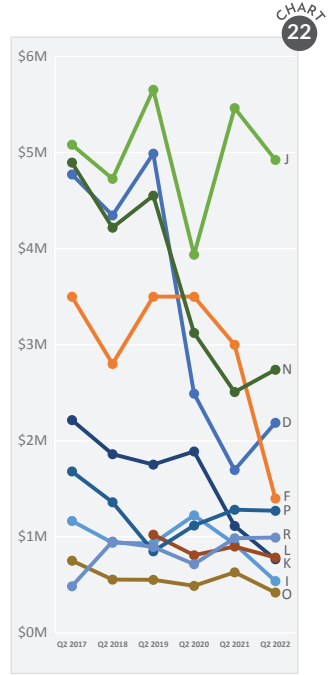
Annuity Revenue as % of Advisor Compensable Revenue



PEER
BENCHMARKING
FOR...

Life Insurance Product Managers

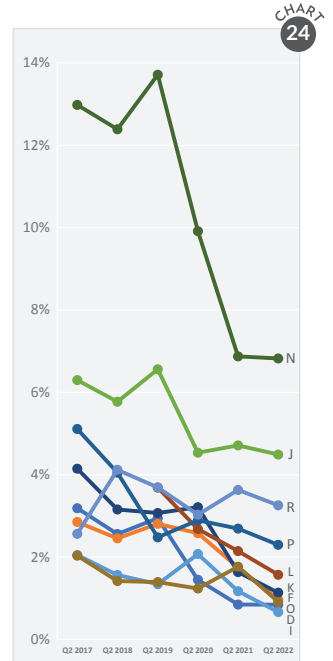
Life Insurance Revenue



Life Insurance Revenue per Advisor (Annualized)



Life Insurance Revenue as % of Advisor Compensable Revenue



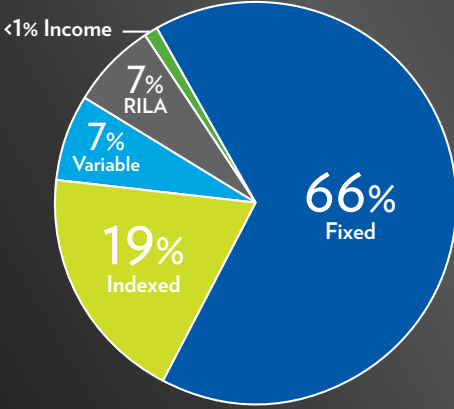
Annuities

DATA-AT-A-GLANCE

2022 Mid-Year Report

\$5,780,486

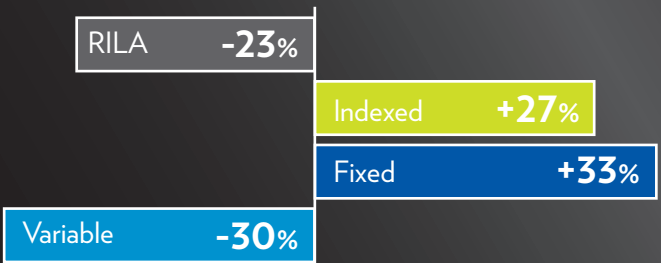
Annuity Sales per Advisor in 2022 (Annualized)



+13%
Annuity Sales
CAGR 2017 to 2022

2022 YTD Annuity Product Mix

Annuity Sales Growth 2021 to 2022



\$205,563

Average Annuity Revenue per Advisor

33%

Annuity Revenue as a % of BD Total Revenue

+14%

Total Annuity Sales Growth YTD 2021 to 2022

+11%

Annuity Sales per Advisor Growth YTD 2021 to 2022

\$5,780,486

Total Average Annual Annuity Sales per Advisor (Annualized)

Here's the breakdown by product type:

\$474,256
RILA

\$378,441
Variable

\$1,272,607
Indexed

\$3,711,993
Fixed

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Participating Firms: Bank of the West, BMO Harris, Citi, Citizens, Fifth Third, First Citizens, First Horizon, Flagstar, Fulton Financial, Huntington, Key Bank, PNC, Santander, Synovus, TD Bank

Upcoming Cramer Roundtables

FALL 2022

SEPT 15 LIFE INSURANCE

OCT 13 ANNUITIES

OCT 27 SALES MANAGEMENT

NOV 17 STRUCTURED INVESTMENTS

DEC 1 LEADERS & CHAMPIONS
Invitation only

RSVP at JackCramer.com