

Q3 2021

# 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, Fifth Third, Citizens, Key, BMO Harris, Huntington, Wilmington Advisors at M&T and First Citizens. The revenue of these Bank BDs ranges between \$500m and \$50m and their retail deposits between \$20b and \$220b. 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
- Citizens
- Citi
- Key
- First Citizens
- U.S. Bank
- Huntington
- Fifth Third
- BMO Harris
- Wilmington Advisors at M&T

**CRAMER**  
+associates

# Bank Brokerage... By The Numbers

Revenue per  
\$1m Retail Deposits

**\$2,466**

AVERAGE  
ANNUALIZED

Return  
on Assets

**66 bps**

AVERAGE  
ANNUALIZED

Advisor  
Productivity

**\$614,537**

AVERAGE  
ANNUALIZED

Fee-Based Revenue  
as % of Advisor  
Compensable Revenue

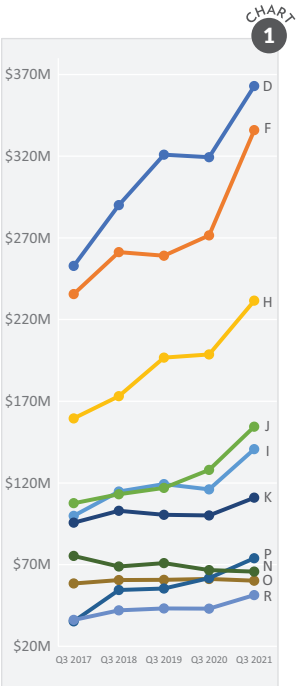
**51%**

AVERAGE

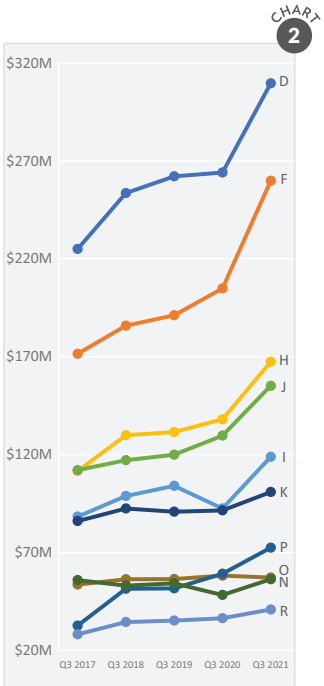
PEER BENCHMARKING FOR...

# Presidents

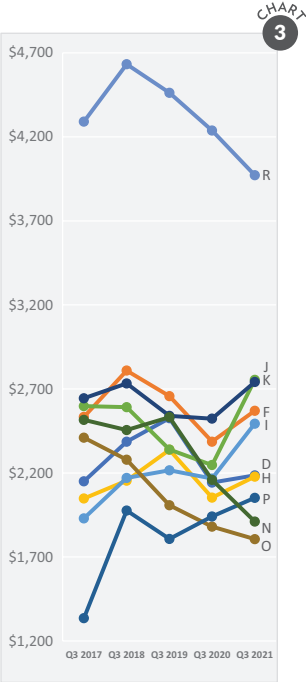
Total  
Revenue



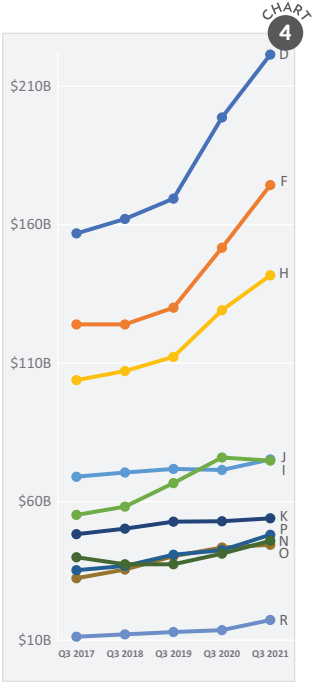
Advisor  
Compensable  
Revenue



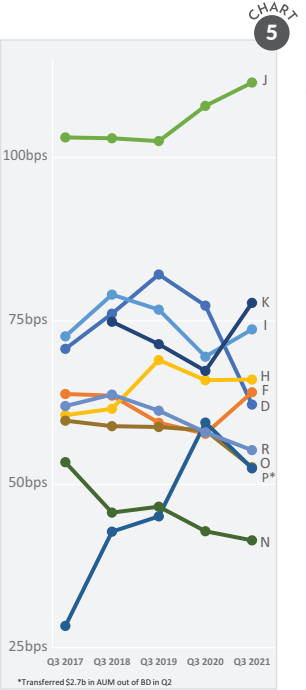
Revenue Per  
\$1m of Retail  
Deposits  
(Annualized)



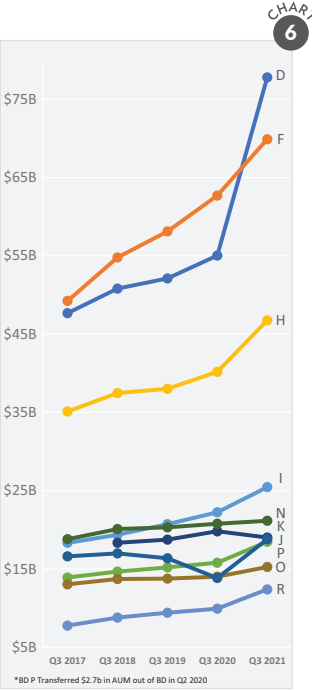
Retail  
Deposits



Return  
on Assets  
(Revenue  
Annualized)



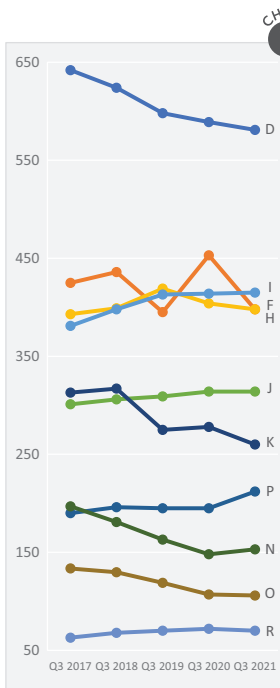
Total BD  
AUM



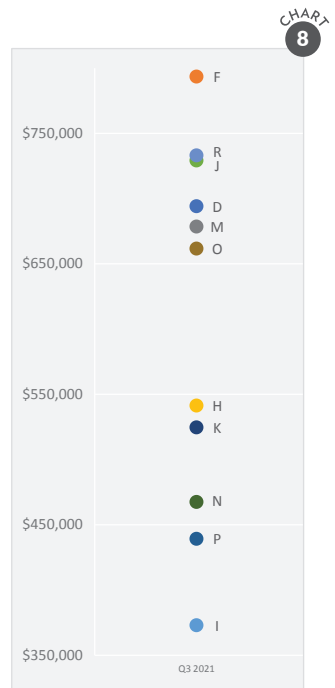
PEER BENCHMARKING FOR...

# Sales Managers

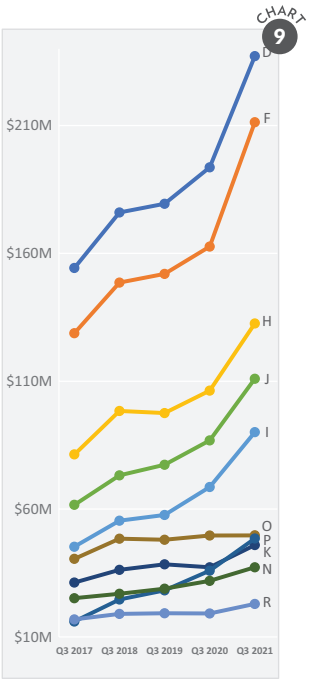
Advisor  
Headcount



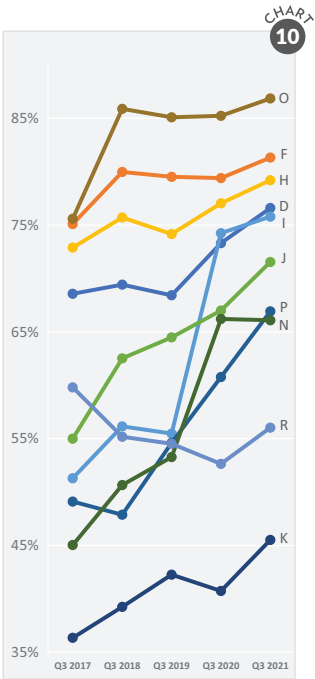
Advisor  
Productivity  
(Annualized)



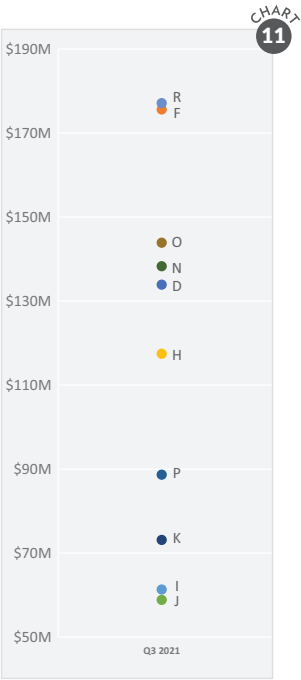
# Recurring Revenue



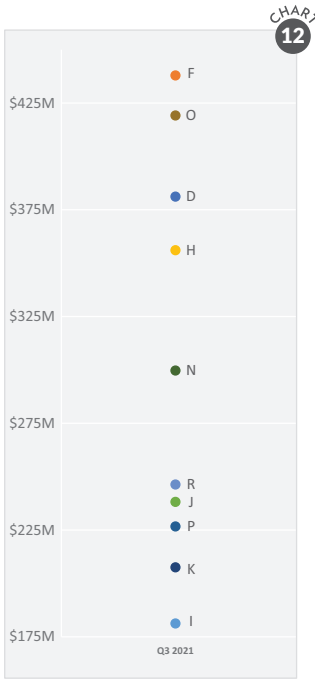
# Recurring Revenue as % of Advisor Compensable Revenue



# Average AUM per Advisor



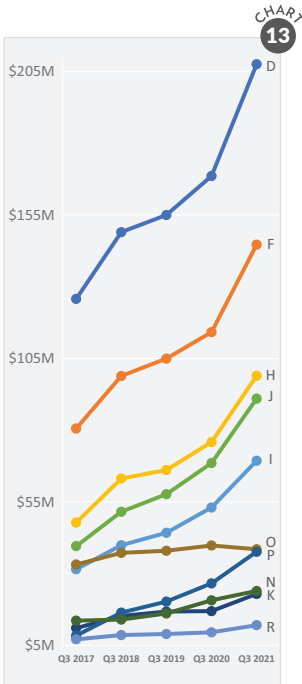
# Retail Deposits per Advisor



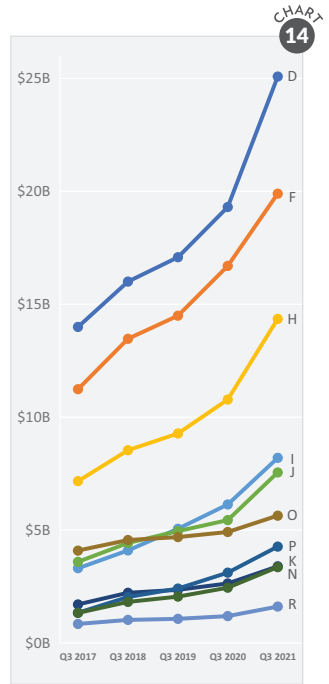
PEER BENCHMARKING FOR...

# Fee-Based/ Managed Money Product Managers

Fee-Based  
Revenue

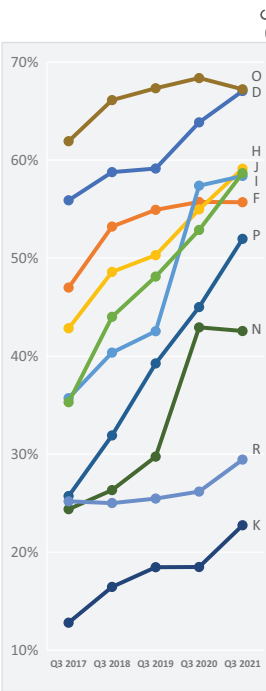


Managed  
Money AUM

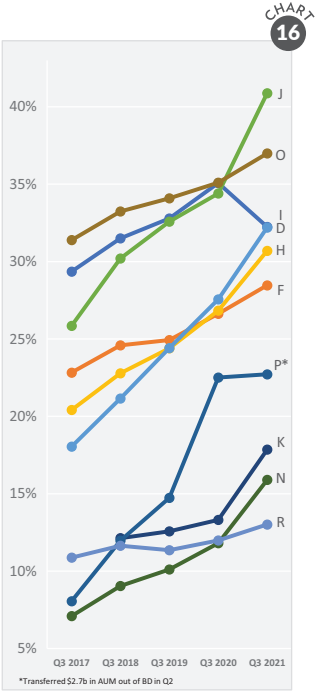




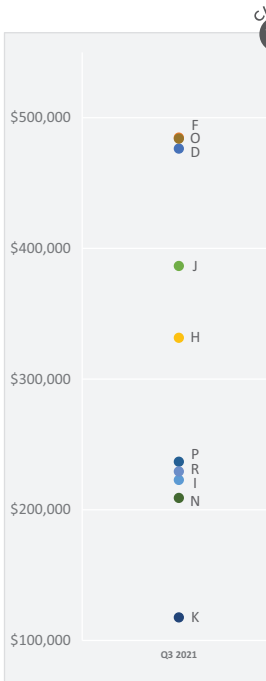
Fee-Based as % of Advisor Compensable Revenue



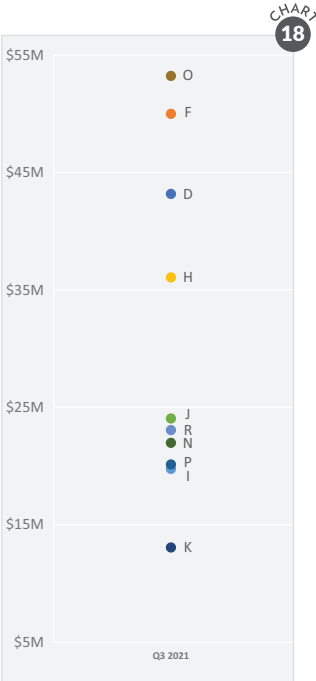
MM AUM as % of Total AUM



Fee-Based Revenue per Advisor (Annualized)



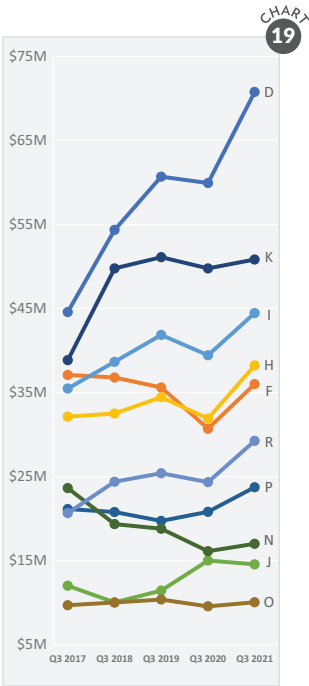
Managed Money AUM per Advisor



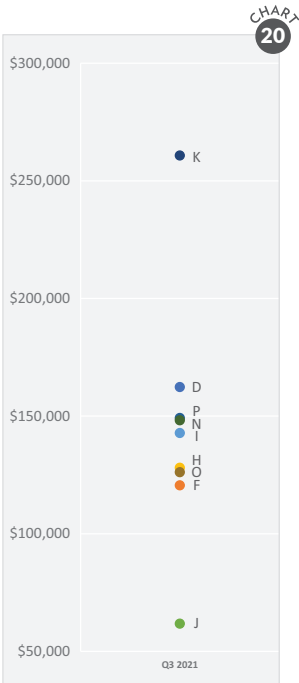
PEER  
BENCHMARKING  
FOR...

# Annuity Product Managers

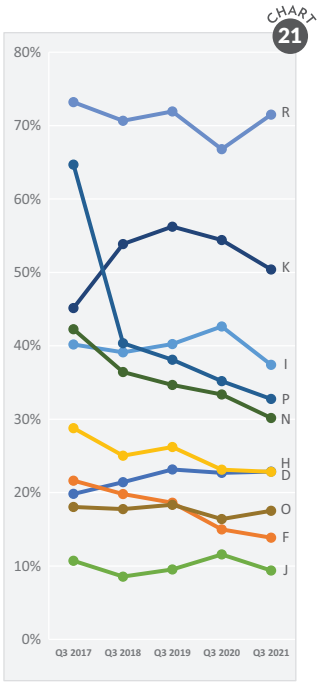
Annuity  
Revenue



Annuity  
Revenue per  
Advisor



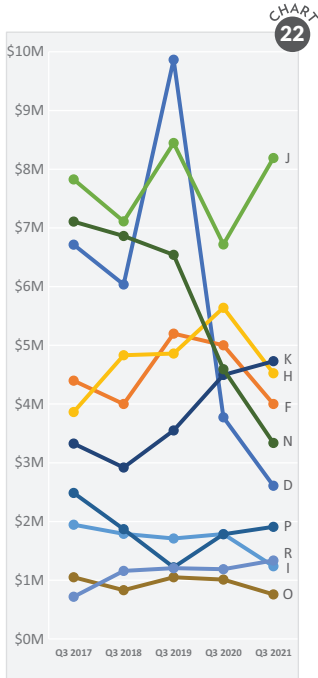
Annuity  
Revenue as  
% of Advisor  
Compensable  
Revenue



PEER  
BENCHMARKING  
FOR...

# Life Insurance Product Managers

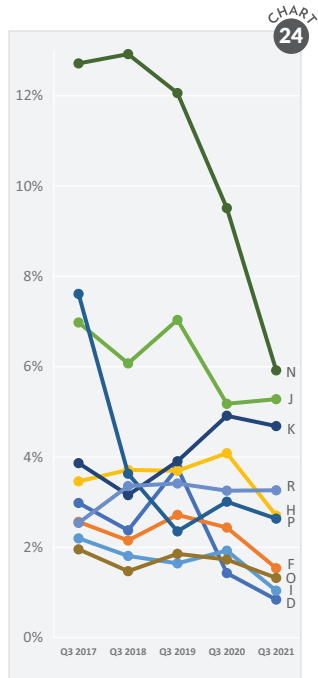
Life Insurance Revenue



Life Insurance Revenue per Advisor



Life Insurance Revenue as % of Advisor Compensable Revenue



# Upcoming Cramer Roundtables

## FALL 2021

---

NOV 18     STRUCTURED PRODUCTS

---

DEC 2       LEADERS & CHAMPIONS  
                 Invitation Only

---

## SPRING 2022

---

FEB 3       MANAGED MONEY

---

FEB 17      SALES MANAGEMENT

---

MAR 24     STRUCTURED PRODUCTS

---

APR 7       DUE DILIGENCE WORKS, INC

---

APR 28      ANNUITIES

---

MAY 12      LIFE INSURANCE

---

## FALL 2022

---

SEPT 8      SALES MANAGEMENT

---

OCT 6       ANNUITIES

---

OCT 20      LIFE INSURANCE

---

NOV 3       FINTECH

---

NOV 17      STRUCTURED PRODUCTS

---

DEC 1       LEADERS & CHAMPIONS  
                 Invitation Only

---