

Q2 2022

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, 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

CRAMER
+associates

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

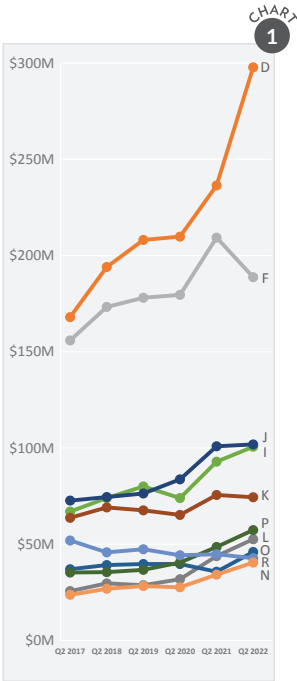
52%

AVERAGE

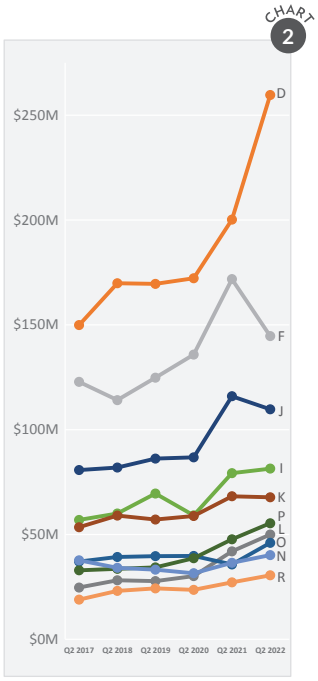
PEER BENCHMARKING FOR...

Presidents

Total
Revenue



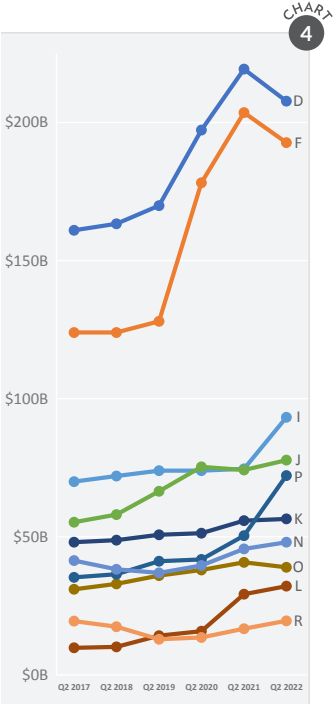
Advisor
Compensable
Revenue



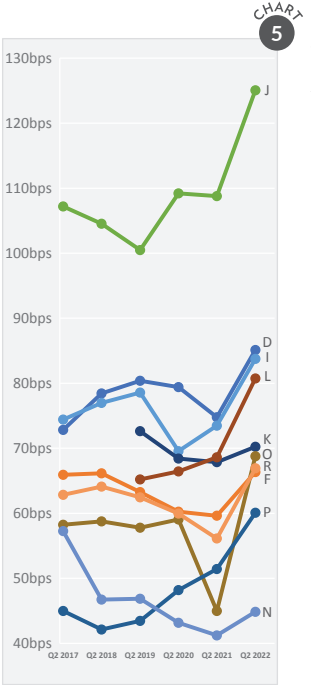
Revenue Per
\$1m of Retail
Deposits
(Annualized)



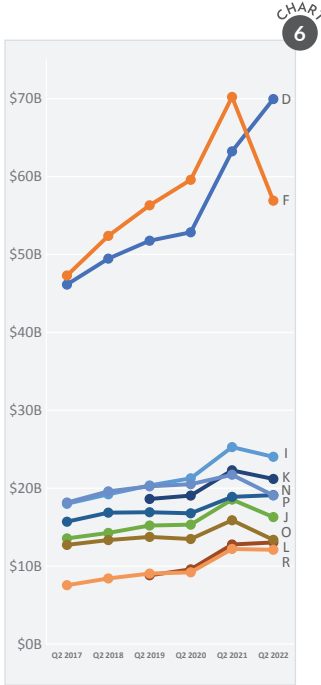
Retail
Deposits



Return
on Assets
(Revenue
Annualized)



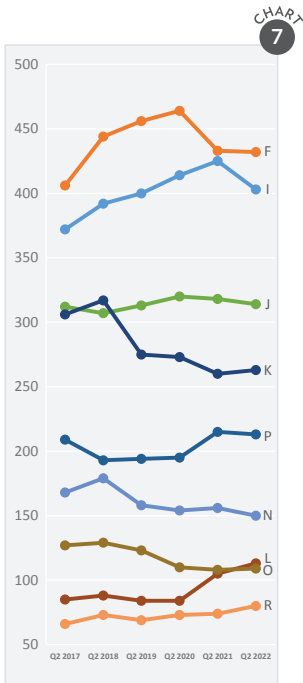
Total BD
AUM



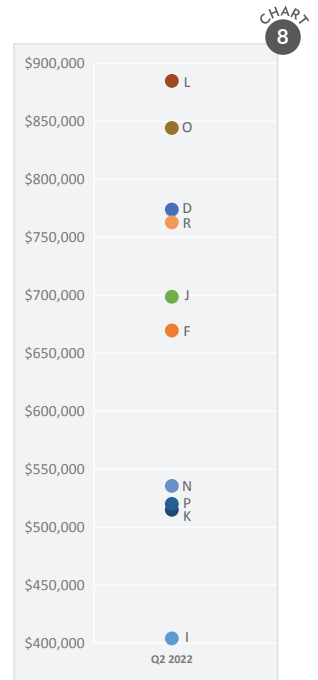
PEER BENCHMARKING FOR...

Sales Managers

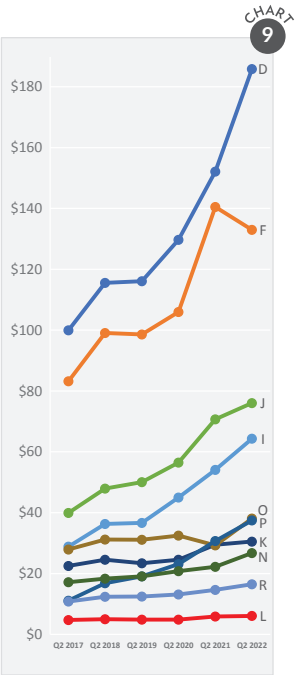
Advisor
Headcount



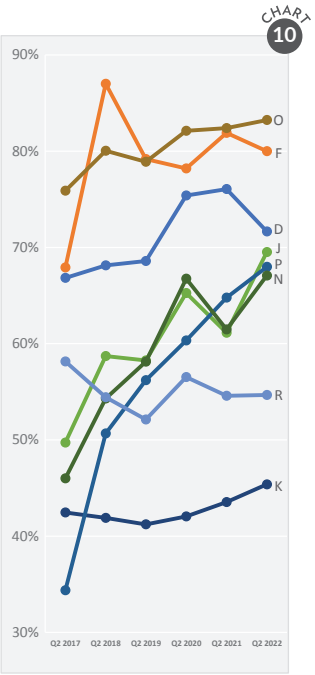
Advisor
Productivity
(Annualized)



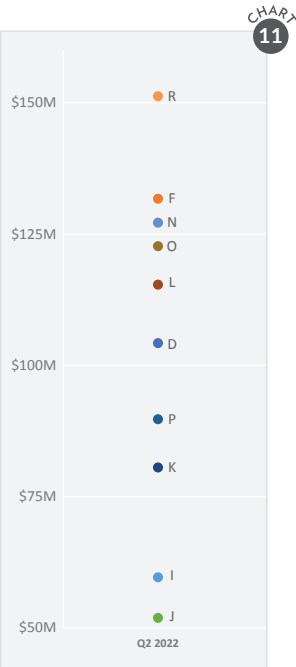
Recurring Revenue



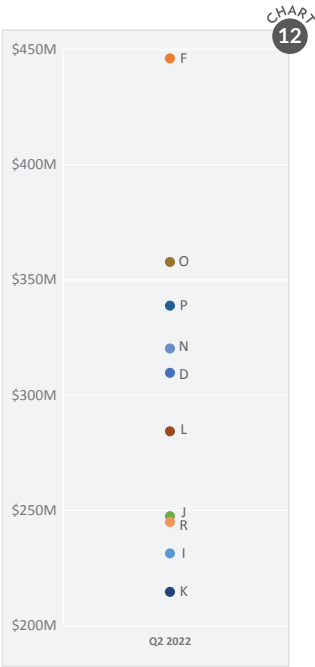
Recurring Revenue as % of Advisor Compensable Revenue



Average AUM per Advisor



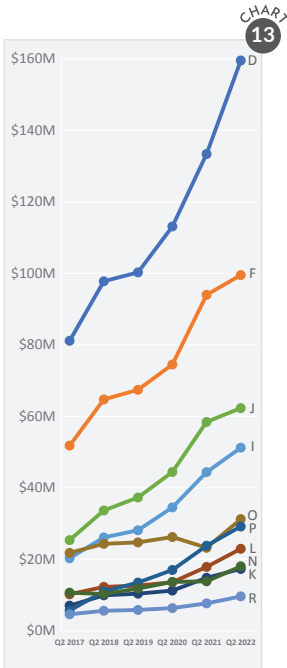
Retail Deposits per Advisor



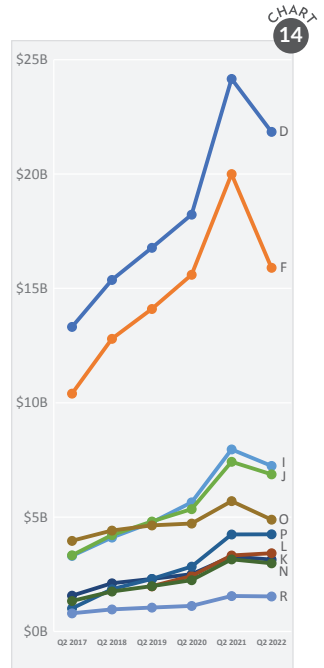
PEER BENCHMARKING FOR...

Fee-Based/ Managed Money Product Managers

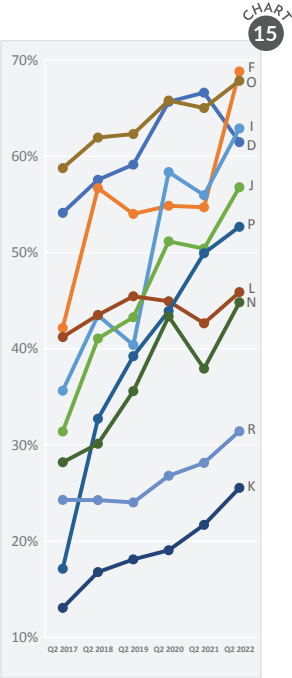
Fee-Based
Revenue



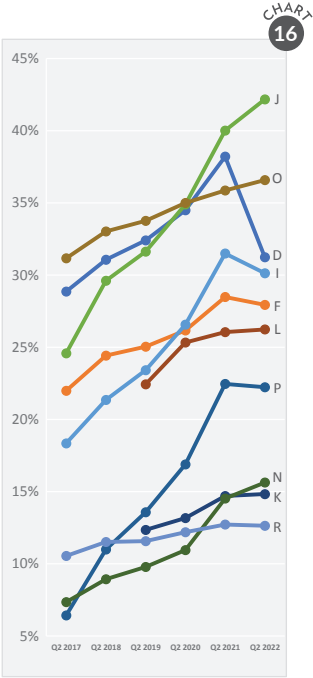
Managed
Money AUM



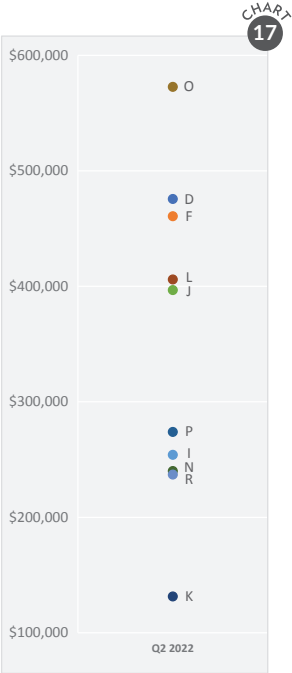
Fee-Based as % of Advisor Compensable Revenue



MM AUM as % of Total AUM



Fee-Based Revenue per Advisor



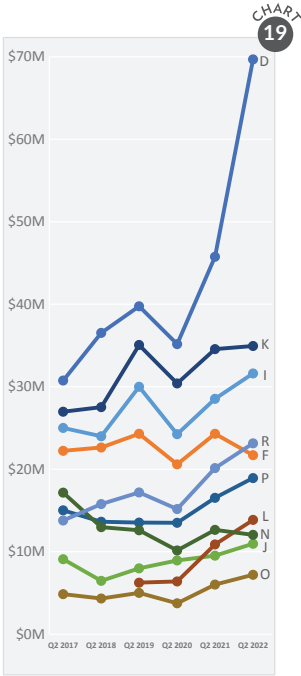
Managed Money AUM per Advisor



PEER
BENCHMARKING
FOR...

Annuity Product Managers

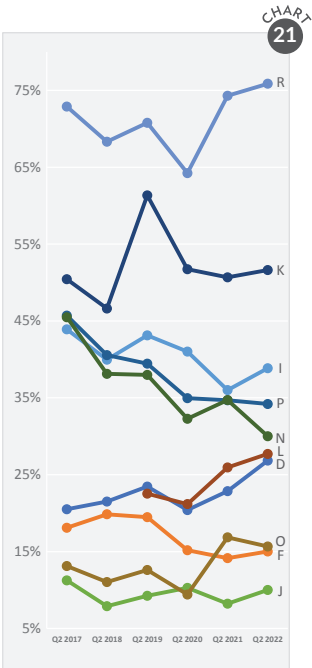
Annuity
Revenue



Annuity
Revenue per
Advisor



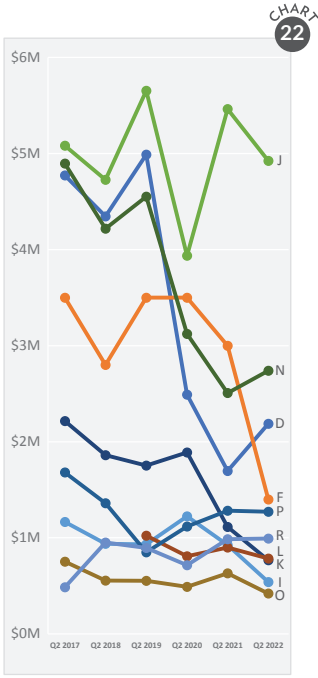
Annuity
Revenue as
% of Advisor
Compensable
Revenue



PEER
BENCHMARKING
FOR...

Life Insurance Product Managers

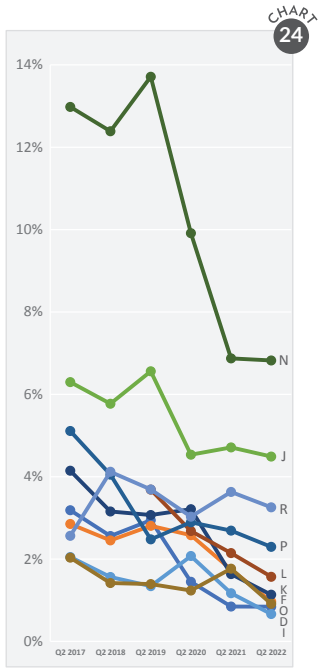
Life Insurance Revenue



Life Insurance Revenue per Advisor (Annualized)



Life Insurance Revenue as % of Advisor Compensable Revenue



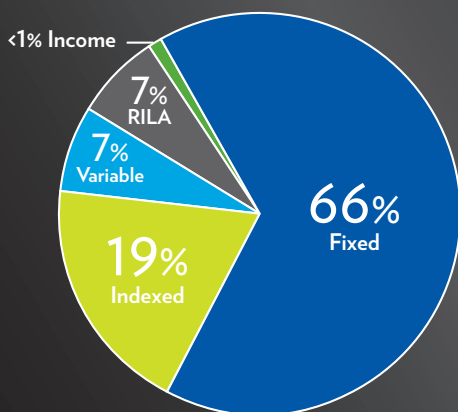
Annuities

DATA-AT-A-GLANCE

2022 Mid-Year Report

\$5,780,486

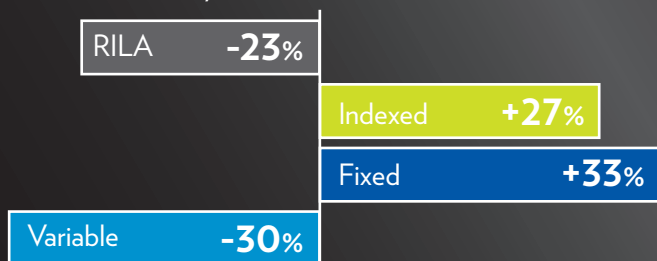
Annuity Sales per Advisor in 2022 (Annualized)



2022 YTD Annuity Product Mix

+13%
Annuity Sales
CAGR 2017 to 2022

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

© 2022 Jack Cramer and Associates, Inc.

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