Q3 2019

BLACK BOOK OF CHARTS

PRODUCED AND PRINTED BY

CRAMER +associates | MassMutual

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

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Bank Brokerage… By The Numbers

Revenue per $1m Retail Deposits (Annualized)

$2,540

AVERAGE

Return on Assets (Annualized)

64 bps

AVERAGE

Advisor Productivity (Annualized)

$506,045

AVERAGE

Fee-Based Revenue as % of Advisor Compensable Revenue

39%

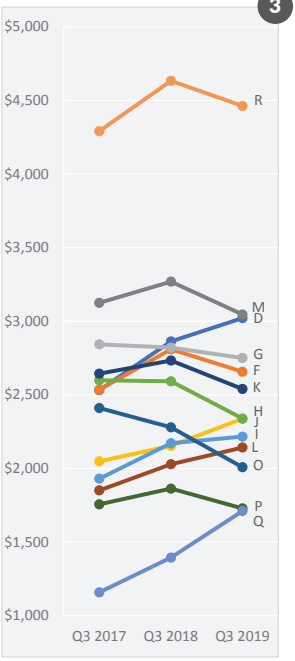
AVERAGE

PEER BENCHMARKING FOR...

Presidents

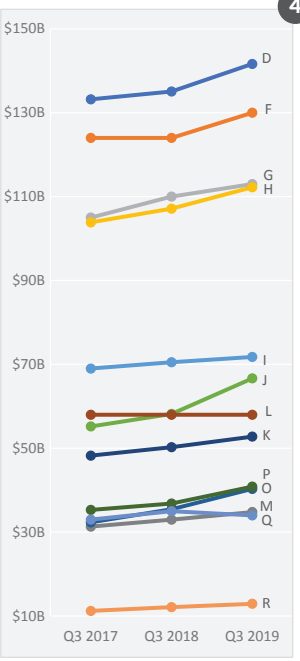
Revenue Per $1m of Retail Deposits (Annualized)

CHART 3

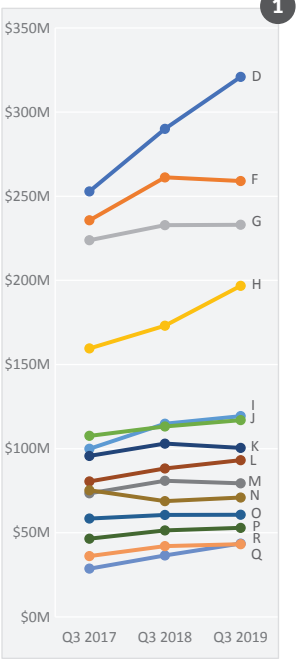


Retail Deposits

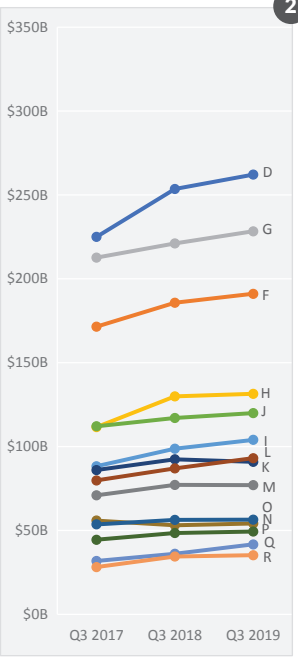
CHART 4



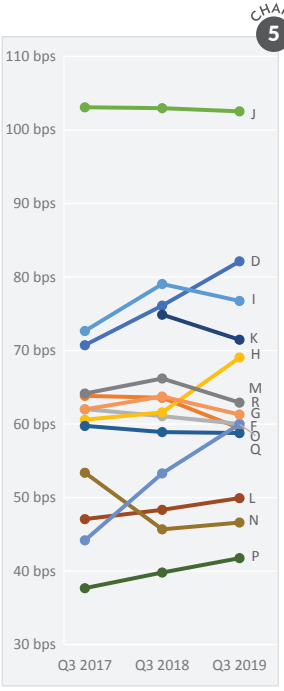
Total Revenue



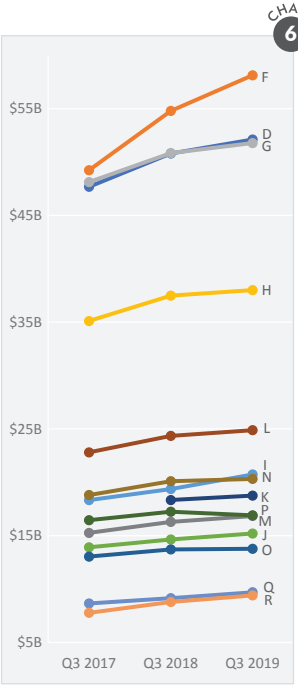
Advisor Compensable Revenue



Return on Assets (Revenue Annualized)



Total BD AUM

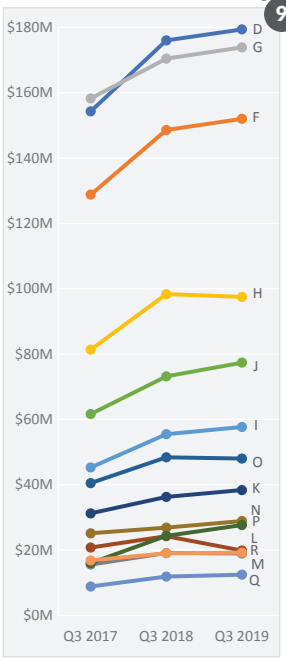


PEER BENCHMARKING FOR...

Sales Managers

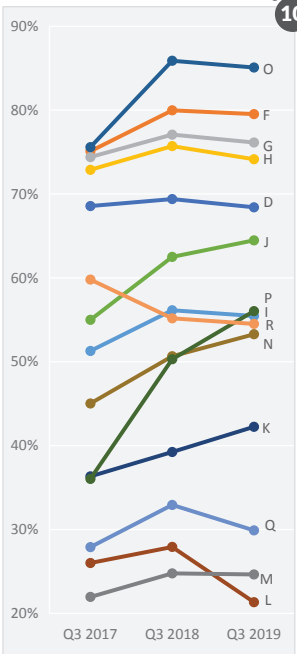
Recurring Revenue

CHART 9



Recurring Revenue as % of Advisor Compensable Revenue

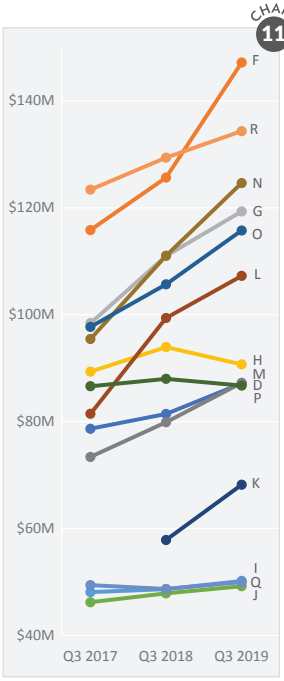
CHART 10



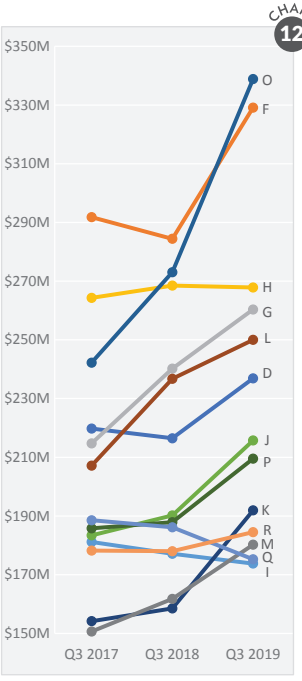
Advisor Headcount

Advisor Productivity (Annualized)

Average AUM per Advisor



Retail Deposits per Advisor

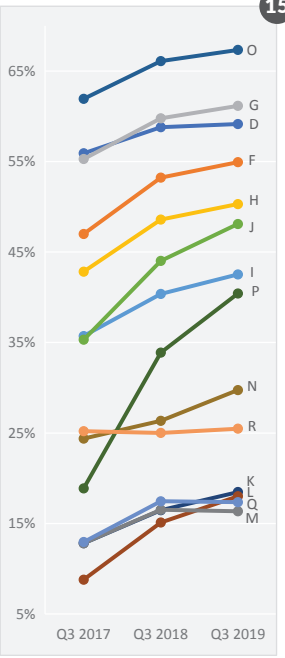


PEER BENCHMARKING FOR...

Fee-Based/ Managed Money Product Managers

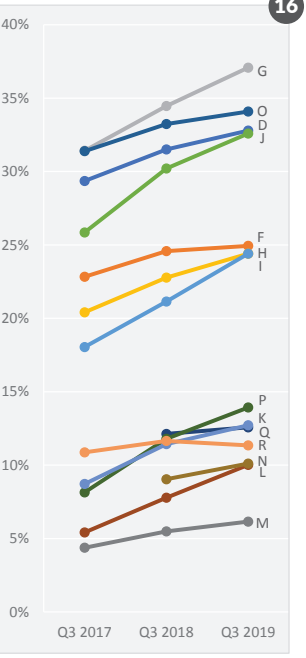
Fee-Based as % of Advisor Compensable Revenue

CHART 15

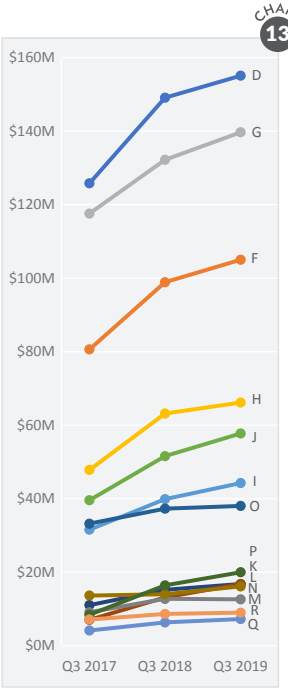


MM AUM as % of Total AUM

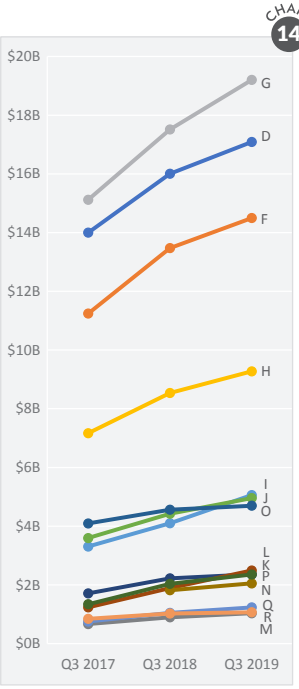
CHART 16



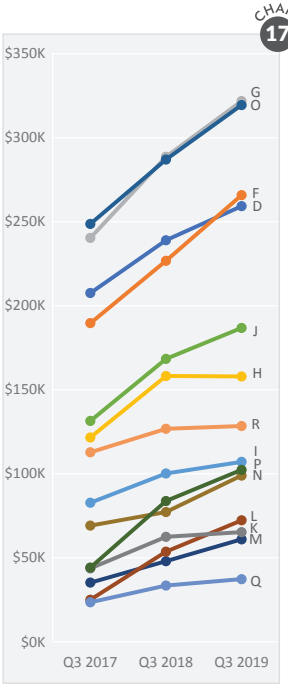
Fee-Based Revenue



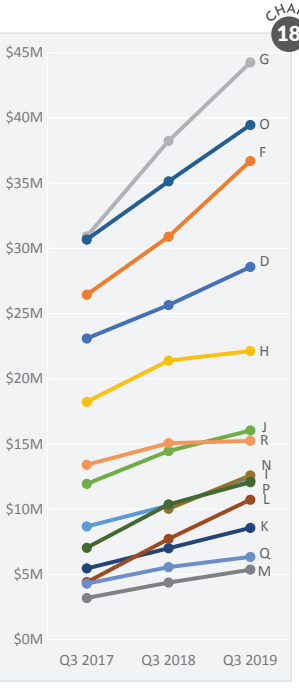
Managed Money AUM



Fee-Based Revenue per Advisor



Managed Money AUM per Advisor

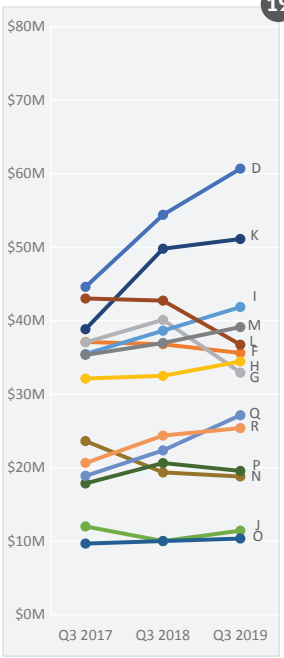


PEER BENCHMARKING FOR...

Annuity Product Managers

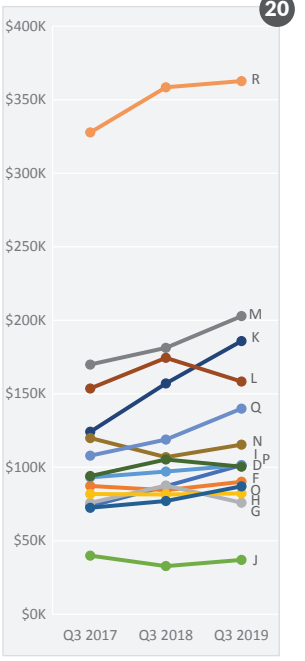
Annuity Revenue

CHART 19



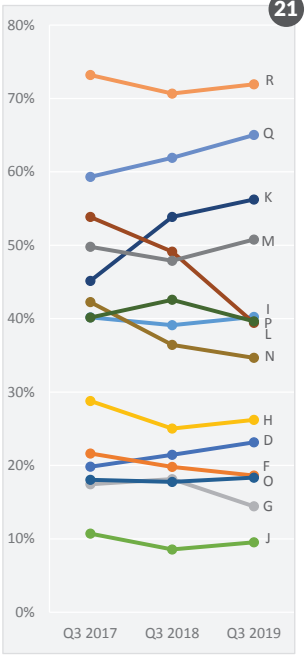
Annuity Revenue per Advisor

CHART 20



Annuity Revenue as % of Advisor Compensable Revenue

CHART 21

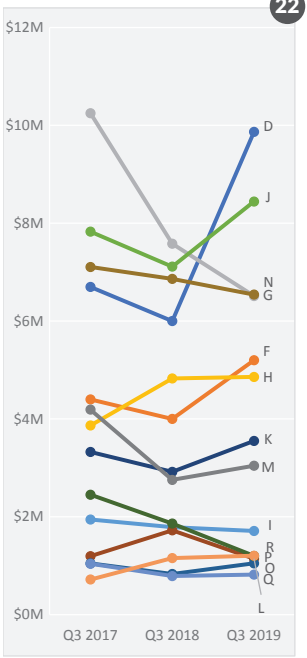


PEER BENCHMARKING FOR...

Life Insurance Product Managers

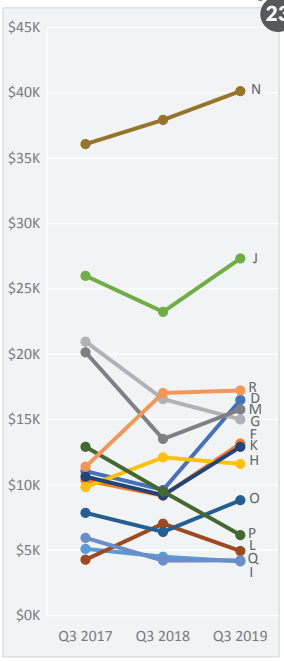
Life Insurance Revenue

CHART 22



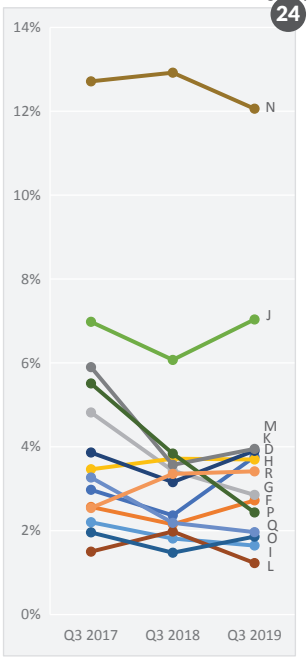
Life Insurance Revenue per Advisor

CHART 23



Life Insurance Revenue as % of Advisor Compensable Revenue

CHART 24



Upcoming Cramer Roundtables

SPRING 2020	
FEB 6	STRUCTURED PRODUCTS
FEB 20	MANAGED MONEY
APR 2	COMPLIANCE & SUPERVISION
APR 23	ANNUITIES
MAY 7	LIFE INSURANCE
FALL 2020	
SEPT 10	MANAGED MONEY
SEPT 24	ANNUITIES
OCT 8	SALES MANAGEMENT
NOV 19	LIFE INSURANCE
DEC 3	LEADERS & CHAMPIONS

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