

Q2 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, SunTrust, Fifth Third, Citizens, Key, BB&T, BBVA, BMO Harris, Huntington, Wilmington Advisors at M&T and First Citizens. The revenue of these Bank BDs ranges between \$450m and \$500m 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
- BMO Harris
- Citizens
- Key
- Huntington
- Wilmington
- BBVA
- First Citizens
- Fifth Third
- Advisors at M&T

CRAMER
+associates

Bank Brokerage... By The Numbers

Revenue per
\$1m Retail Deposits

\$2,578

AVERAGE
ANNUALIZED

Return
on Assets

66 bps

AVERAGE
ANNUALIZED

Advisor
Productivity

\$603,259

AVERAGE
ANNUALIZED

Fee-Based Revenue
as % of Advisor
Compensable Revenue

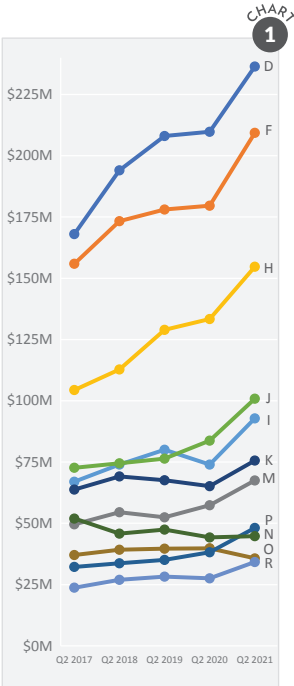
46%

AVERAGE

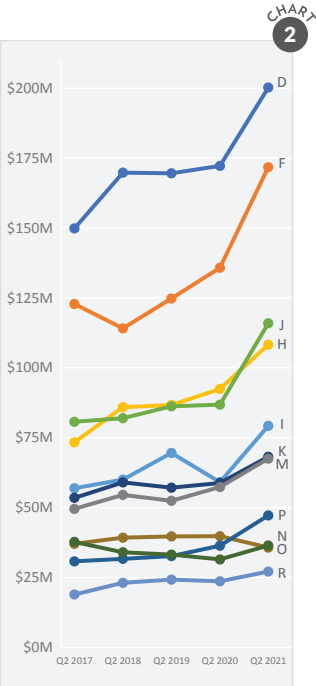
PEER BENCHMARKING FOR...

Presidents

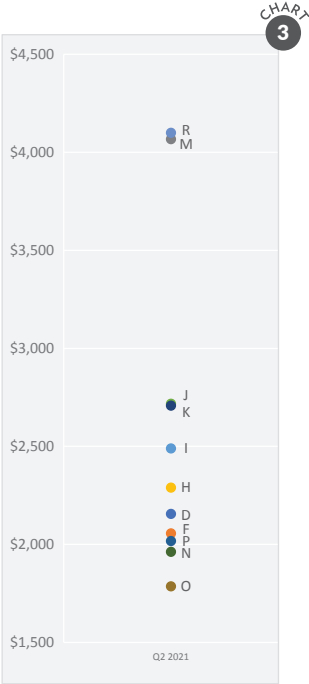
Total
Revenue



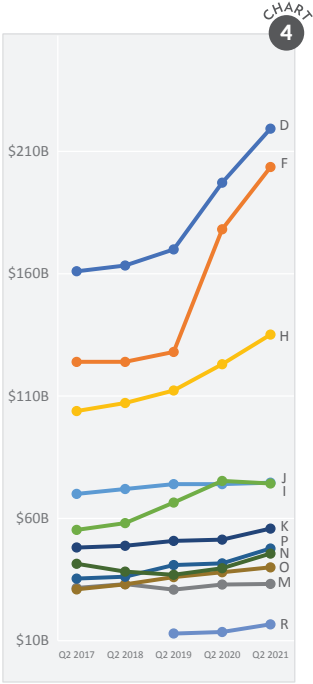
Advisor
Compensable
Revenue



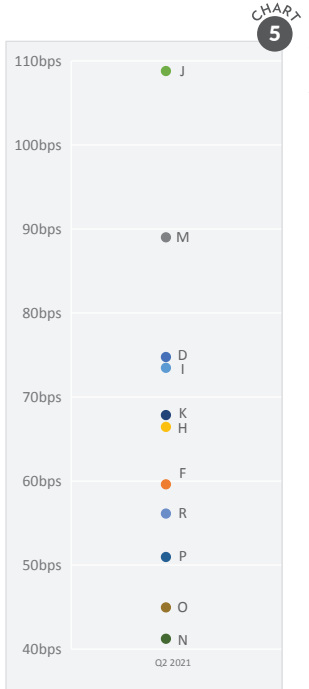
Revenue Per
\$1m of Retail
Deposits
(Annualized)



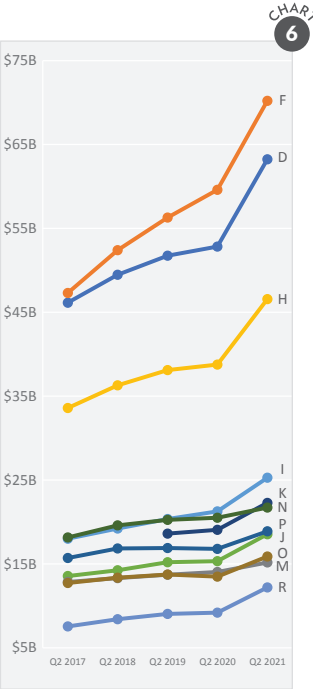
Retail
Deposits



Return
on Assets
(Revenue
Annualized)



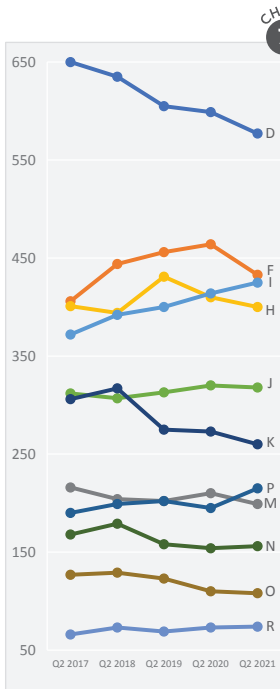
Total BD
AUM



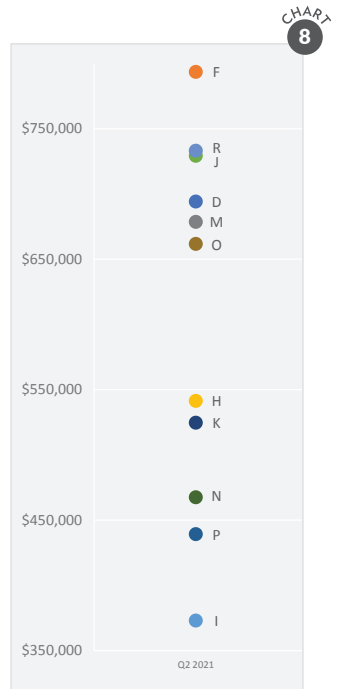
PEER BENCHMARKING FOR...

Sales Managers

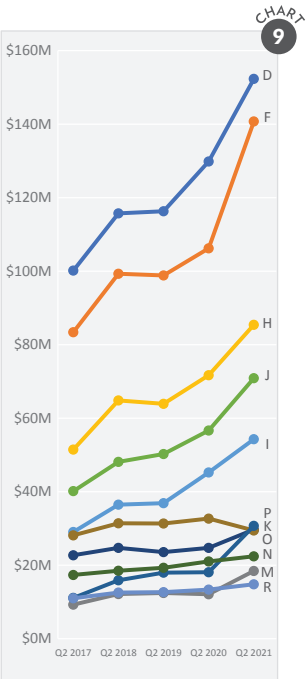
Advisor
Headcount



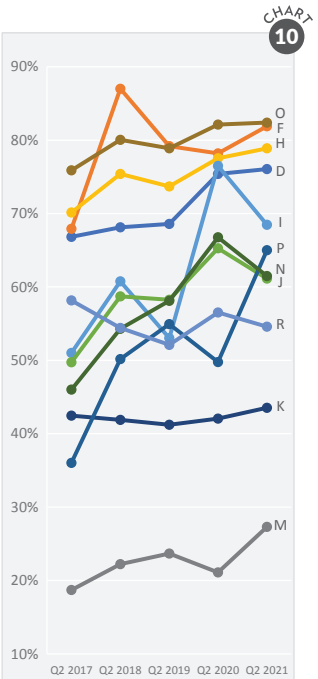
Advisor
Productivity
(Annualized)



Recurring Revenue



Recurring Revenue as % of Advisor Compensable Revenue



Average AUM per Advisor



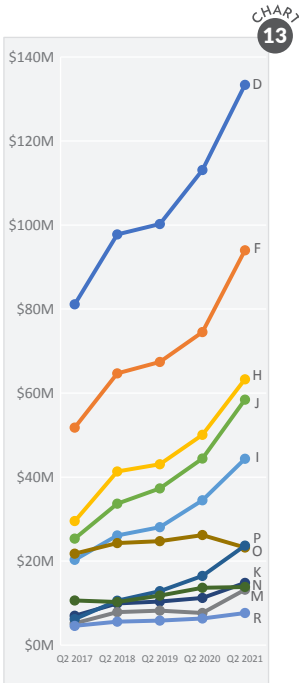
Retail Deposits per Advisor



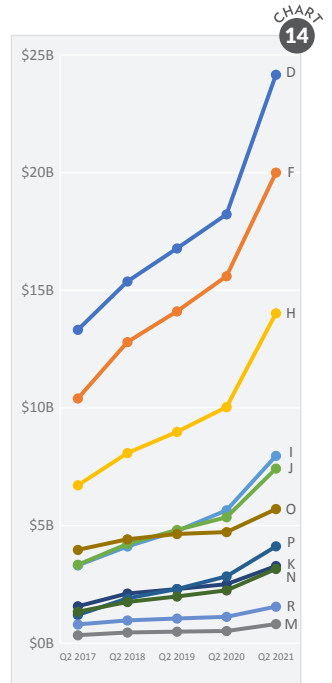
PEER BENCHMARKING FOR...

Fee-Based/ Managed Money Product Managers

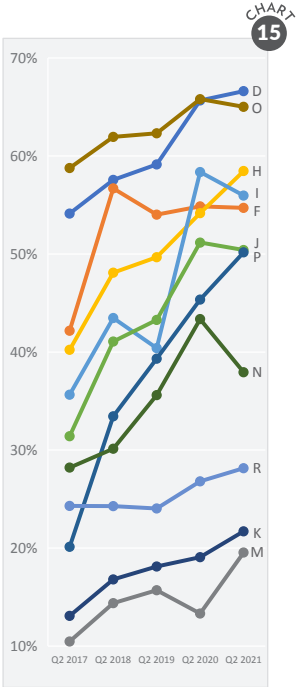
Fee-Based
Revenue



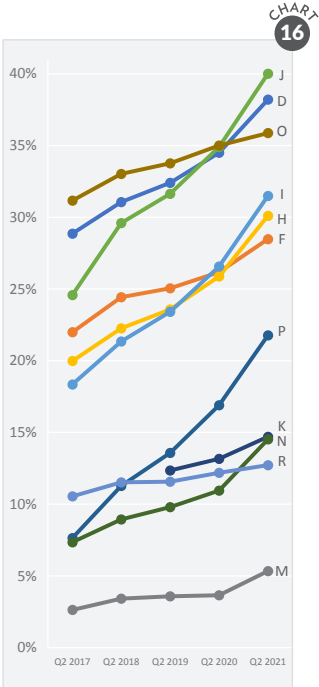
Managed
Money AUM



Fee-Based as % of Advisor Compensable Revenue



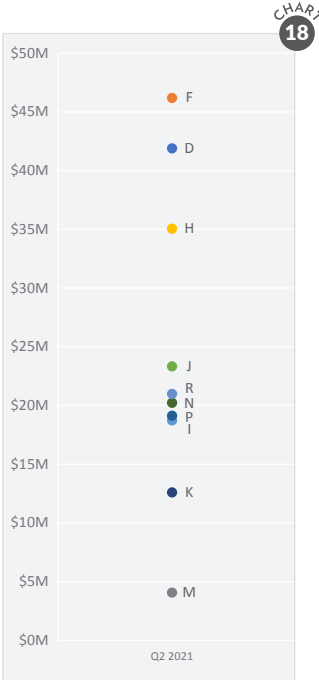
MM AUM as % of Total AUM



Fee-Based Revenue per Advisor (Annualized)



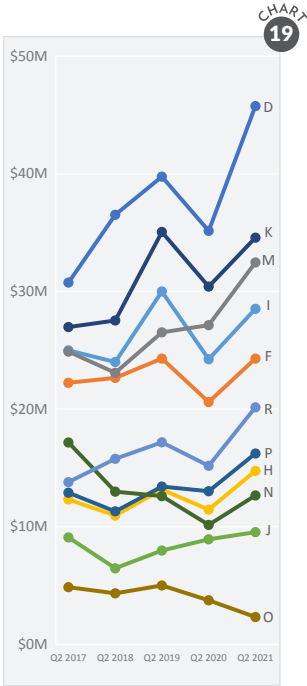
Managed Money AUM per Advisor



PEER
BENCHMARKING
FOR...

Annuity Product Managers

Annuity
Revenue



Annuity
Revenue per
Advisor



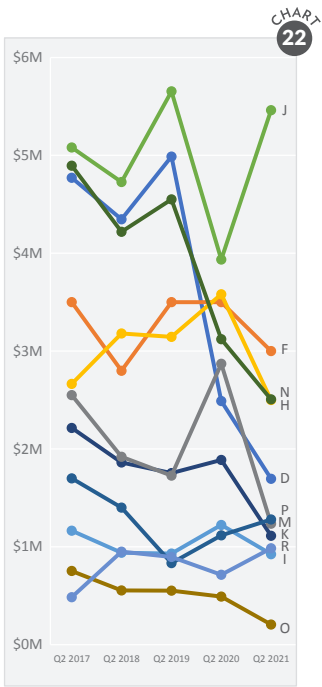
Annuity
Revenue as
% of Advisor
Compensable
Revenue



PEER
BENCHMARKING
FOR...

Life Insurance Product Managers

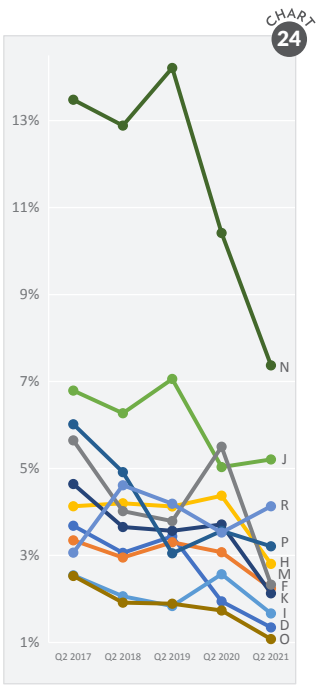
Life Insurance Revenue



Life Insurance Revenue per Advisor



Life Insurance Revenue as % of Advisor Compensable Revenue



Upcoming Cramer Roundtables

FALL 2021

SEPT 9 SALES MANAGEMENT

OCT 7 ANNUITIES

OCT 21 RISK & COMPLIANCE
In partnership with
Due Diligence Works, Inc (DDW)

NOV 4 LIFE INSURANCE

NOV 18 STRUCTURED PRODUCTS

DEC 2 LEADERS & CHAMPIONS
Invitation Only
