

Q3 2022

# CRAMER BOOK OF CHARTS

PRODUCED AND PRINTED BY

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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)

**\$2,302**

AVERAGE

Return  
on Assets

**72 bps**

AVERAGE

Advisor  
Productivity

**\$630,060**

AVERAGE

Fee-Based Revenue  
as % of Advisor  
Compensable Revenue

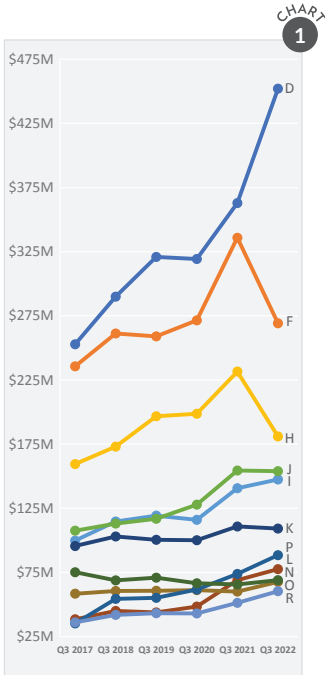
**53%**

AVERAGE

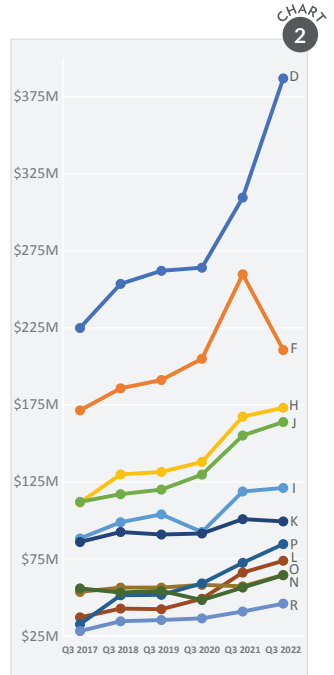
PEER BENCHMARKING FOR...

# Presidents

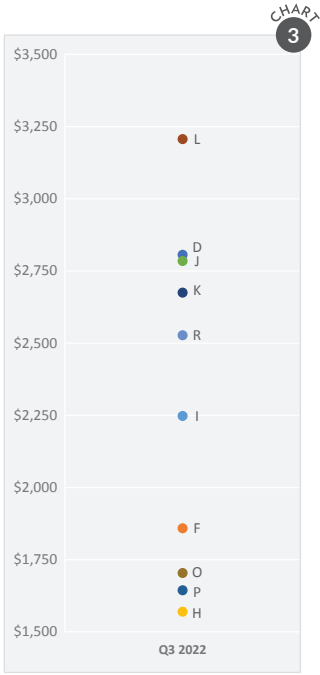
Total Revenue



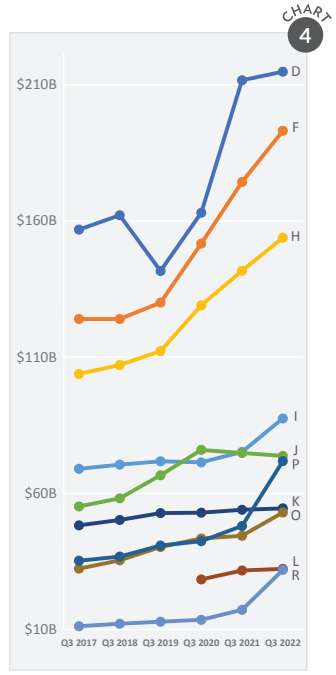
Advisor Compensable Revenue



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



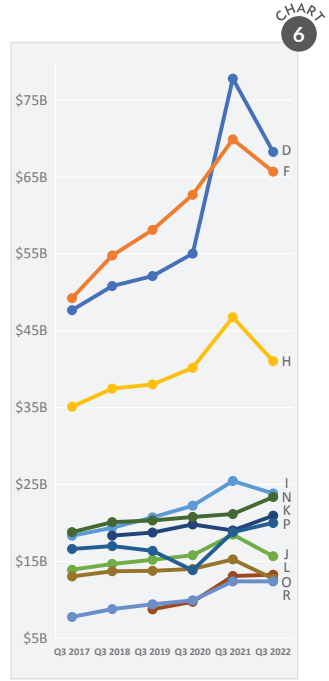
Retail Deposits



Return on Assets (Revenue Annualized)



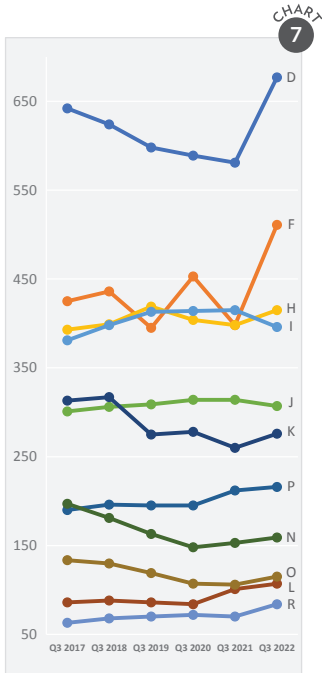
Total BD AUM



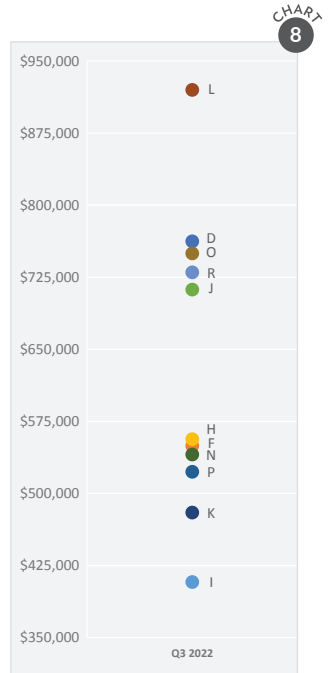
PEER BENCHMARKING FOR...

# Sales Managers

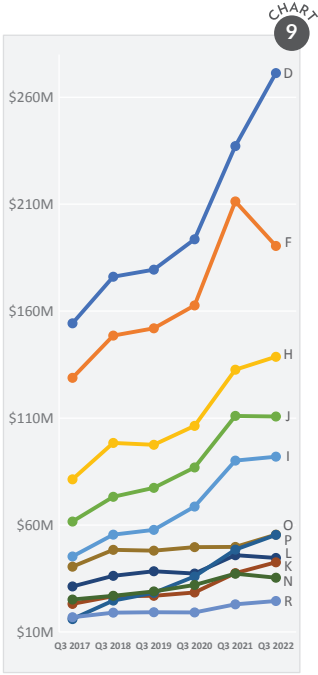
Advisor Headcount



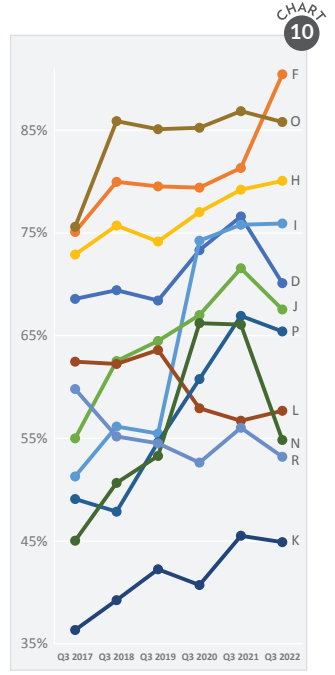
Advisor Productivity (Annualized)



### Recurring Revenue



### Recurring Revenue as % of Advisor Compensable Revenue



### Average AUM per Advisor



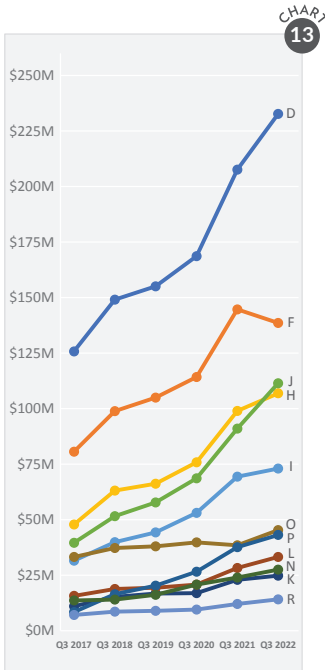
### Retail Deposits per Advisor



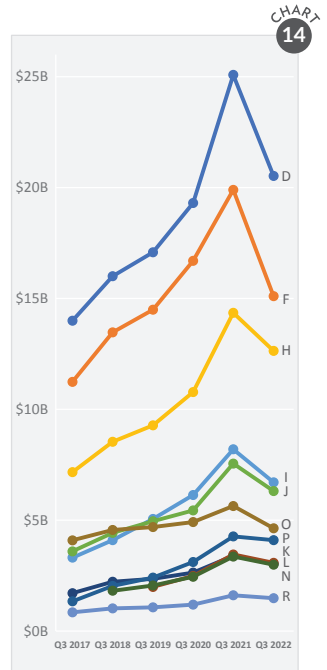
PEER BENCHMARKING FOR...

# Fee-Based/ Managed Money Product Managers

Fee-Based Revenue

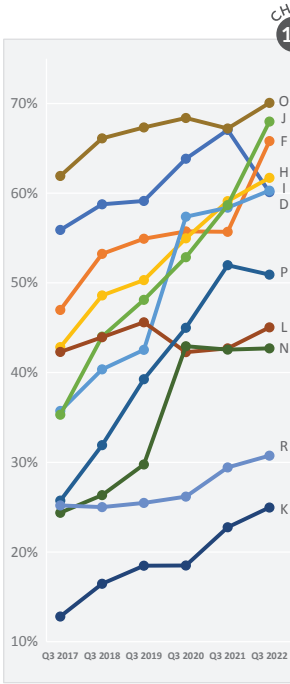


Managed Money AUM

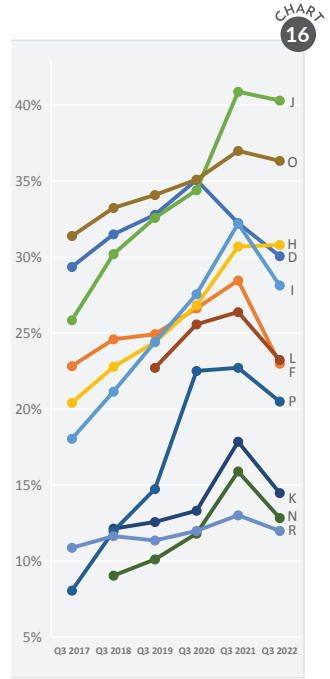




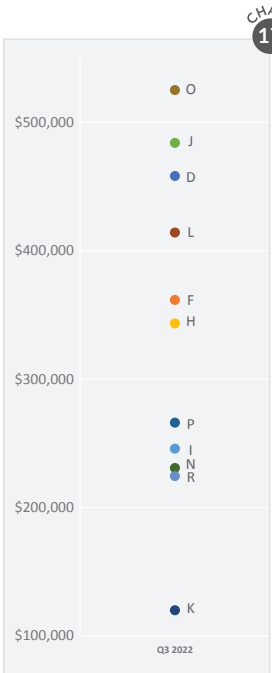
Fee-Based as % of Advisor Compensable Revenue



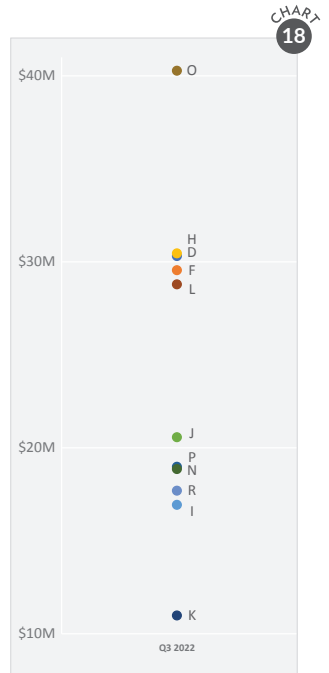
MM AUM as % of Total AUM



Fee-Based Revenue per Advisor



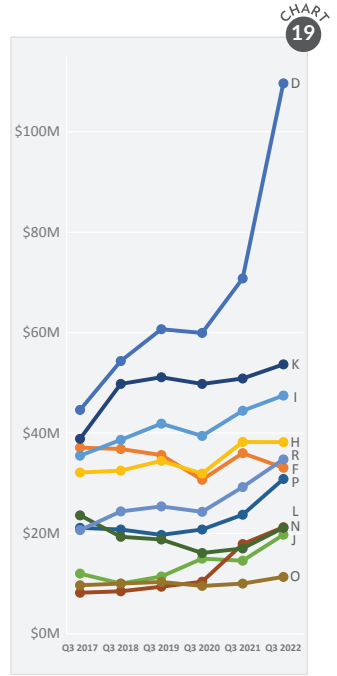
Managed Money AUM per Advisor



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FOR...

# Annuity Product Managers

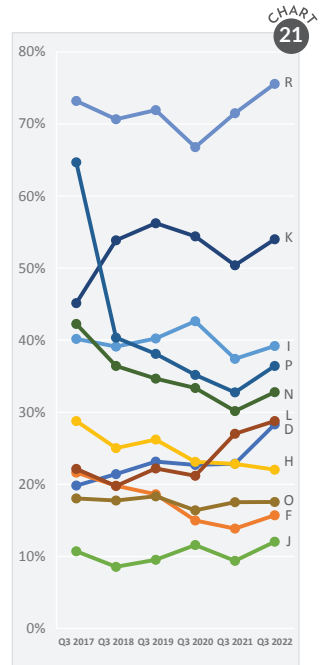
## Annuity Revenue



## Annuity Revenue per Advisor



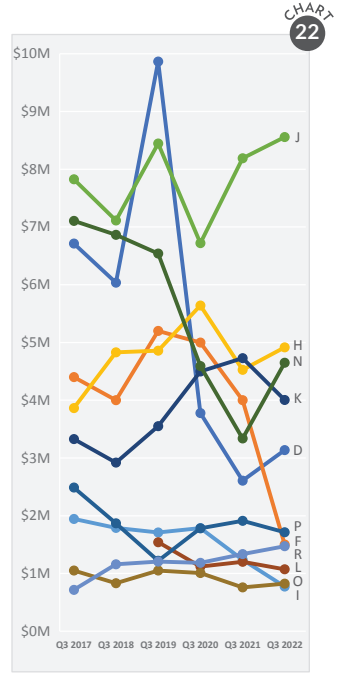
## Annuity Revenue as % of Advisor Compensable Revenue



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BENCHMARKING  
FOR...

# Life Insurance Product Managers

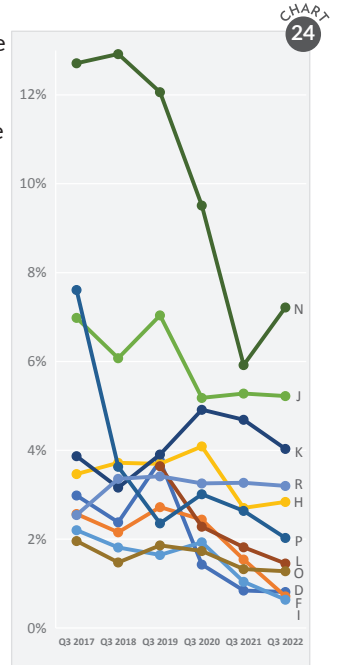
Life Insurance Revenue



Life Insurance Revenue per Advisor (Annualized)



Life Insurance Revenue as % of Advisor Compensable Revenue



# Upcoming Cramer Roundtables

## SPRING 2023

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FEB 9    MANAGED MONEY

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MAR 30    DUE DILIGENCE WORKS

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APR 20    ANNUITIES

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MAY 11    LIFE INSURANCE

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## FALL 2023

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SEPT 12    LIFE INSURANCE

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SEPT 26    ANNUITIES

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OCT 19    STRUCTURED PRODUCTS

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OCT 26    SALES MANAGEMENT

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NOV 30    LEADERS & CHAMPIONS  
            Invitation only

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