2019 DEALERS' REPORT CARD

The average advisor

	Overall		Top 20%		Remaining 80%	
	2019	2018	2019	2018	2019	2018
Average						
Age	53.1	54.4	54.4	54.4	52.7	54.3
Years with firm	11.2	12.8	13.7	13.4	10.7	12.8
Years in industry	21.8	22.1	25.3	24.2	21.0	21.1
Size of book ($mil.)	48.6	38.4	101.5	78.2	34.3	28.3
Number of client households	208.2	197.7	166.1	151.3	221.4	211.9
AUM/client household ($)	322,859	238,771	969,314	608,466	160,362	146,348
% of client accounts with assets of:						
Less than $100,000	24.7	25.7	8.8	7.8	28.8	29.8
$100,000 to $250,000	23.4	23.9	13.5	16.5	26.2	25.7
$250,000 to $500,000	22.8	24.1	22.4	23.6	23.0	24.0
$500,000 to $1 million	17.4	15.2	26.5	22.6	15.0	13.5
$1 million to $2 million	7.1	7.6	13.8	19.1	5.0	4.9
More than $2 million	4.9	3.6	15.1	10.4	2.0	2.0
Average % source of revenue:						
Fee/asset-based	71.8	78.7	78.7	81.0	70.7	78.0
Transaction-based	24.9	17.5	18.2	13.0	25.9	18.4
Fee for service	1.8	3.5	1.7	5.7	1.8	3.1
Deal-based	0.2	0.1	0.0	0.0	0.3	0.1
Branch manager override	1.4	0.3	1.6	0.3	1.5	0.3
Average % of gross revenue derived from:						
Equities	3.5	5.5	9.8	10.9	1.7	4.2
Bonds	0.5	1.1	1.4	1.9	0.2	0.9
Mutual funds	67.4	69.1	54.4	57.2	70.7	71.8
ETFs	1.9	1.8	4.0	3.8	1.1	1.3
Proprietary managed	4.4	4.1	10.0	12.1	2.7	2.4
Third-party managed	3.7	1.8	7.5	3.6	2.9	1.4
Alternative investments	0.3	0.2	0.2	0.8	0.3	0.0
Income trusts	0.1	0.2	0.3	0.4	0.0	0.1
Insurance products	16.7	15.5	11.5	9.1	18.3	16.9
Banking products	1.9	0.8	1.7	0.4	2.0	0.9

Source: *Investment Executive* research

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