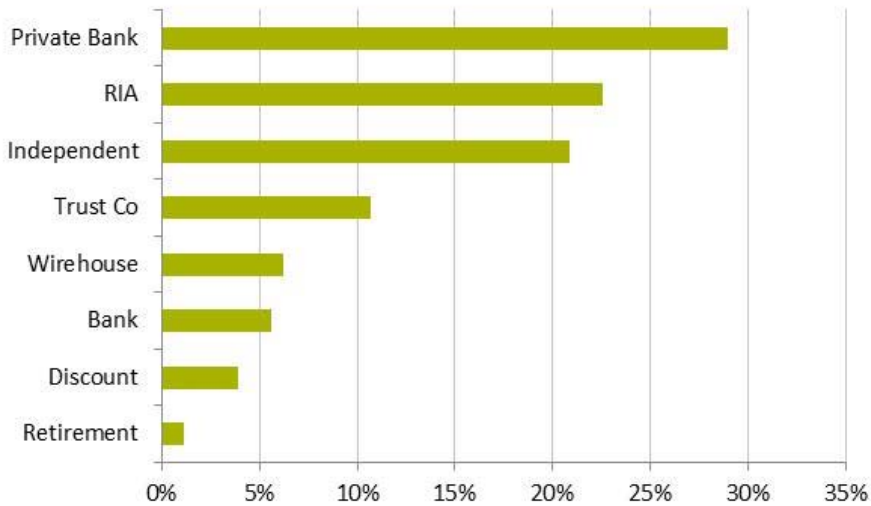


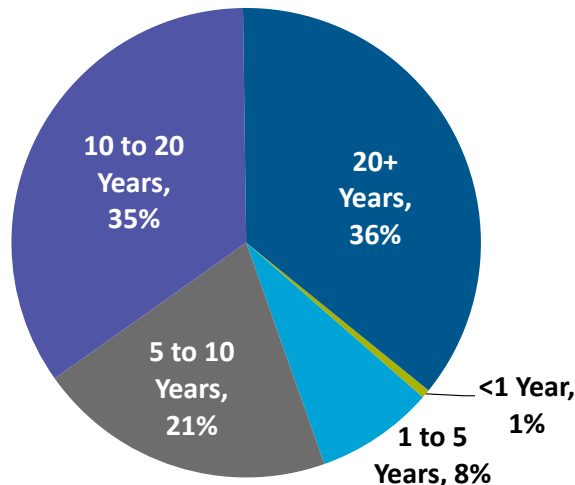
INSIGHT OF THE WEEK

Private banks take up new funds faster than RIAs

Asset location for funds <1 year-old, by channel



Private Bank percentage of assets by asset age



Broadridge Data and Analytics

Communications
Technology
Data and Analytics

Ready for Next

Broadridge Insights

By a sizeable margin, new funds find Private Bankers more receptive than any other channel

The most difficult job product managers have is not dreaming up a new investment strategy or building a business case or even coordinating with functional partners—it's finding the assets to fill the portfolio.

And though RIAs are often characterized as the more open-minded and intrepid channel, current data from Broadridge suggests private bankers are overlooked in that regard. We scoured the database for product location by channel and matched with the age of the oldest share class (so as not to conflate new product with new wrapper) and found that private bankers are shunting more money into new products than any other channel. Think DIYers will help? The discount (or online) channel is near the bottom of the rankings, where many are patiently waiting for a three-year rating before taking action.

While private bankers are sometimes affiliated with an asset manager (such as JP Morgan or UBS), we did not find this channel stuffed with affiliated offerings. In fact, Vanguard's new Real Estate II Index Fund was a popular choice and was part of the reason roughly 88% of the new products that private bankers picked up were mutual funds. That tendency to favor new mutual funds is noticeably different from that of RIAs, who committed about 41% of their new product allocation to mutual funds and the rest to ETFs.

But before we make too many associations between private bankers and test pilots, note that 91% of their commitments are to funds 5 years and older. They may be open-minded, but they're certainly not pushovers.

Data drawn from our Market Analytics product

Market Analytics provides unparalleled insight into the U.S. market

- Fund and ETF data for all third-party distribution channels
- Advanced visualization and analytics capabilities
- Pre-built dashboards empower sales teams with tools to drive decisions
- Customizable with your own dashboards, visualizations, and analytics
- Ability to integrate CRM activity data for display and analysis

For more information about our data or insights on this topic please contact Jeff.Tjornehoj@broadridge.com.

Visit the Distribution Insights Hub at broadridge.com/resource/distribution-insights