

# National Accounts 2018: A Guide to Benchmarking, Budgets & Productivity

September 2018

The growing role of home office research teams continues to place even more emphasis on the National Accounts groups tasked with covering these teams. Since advisors are showing no sign of slowing their reliance on both the recommended lists and model allocations created by their home office, asset managers are focusing more attention and resources on their National Accounts groups.

## Study Overview

The FUSE BenchMark Series is a comprehensive research service focused on benchmarking and optimization of resources within different functional areas of an asset management firm. Our BenchMarks are effectively support programs that combine market intelligence with a predefined methodology for self-assessment to produce a structured approach to the decision-making process of senior executives. FUSE provides upfront evaluations and ongoing monitoring to help ensure that business needs are met and objectives realized. The baseline research for the *National Accounts* study comes from a detailed survey and series of interviews with National Accounts Leaders.

## Benefits

This study will help Heads of Distribution, National Accounts Leaders, and distribution strategy pros improve productivity and effectiveness by providing the following:

- Organizational structures of the National Accounts function
- Best practices for selecting platform opportunities
- Compensation levels for various National Accounts roles
- Staffing data
- Type and frequency of platform interaction
- Time allocation by role
- Metrics to measure the effectiveness of National Accounts relationships
- National Account budget details

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### There are 50 exhibits in the study, including:

- Importance of Platform Selection Criteria for Asset Managers, 2016 - 2018
- Average National Accounts Time Allocation by Function, 2016 - 2018
- National Accounts Budget by Firm Size
- Most Important Criteria in Measuring National Accounts Performance
- Planned Staffing Changes over Next 12 Months by Role

### The Study Provides Answers to These Questions:

*How do our components of compensation and levels of compensation compare to industry peers?*

*What changes to compensation structure are most successful in driving desired behaviors for my National Accounts group?*

*What are the various groups responsible for covering due diligence teams and which are most successful?*

*What is the impact of increasing platform consolidation on national accounts groups?*

*What skills do asset managers value most when building out their National Accounts teams?*

**...and many more that are crucial to the overall success of your National Accounts efforts.**

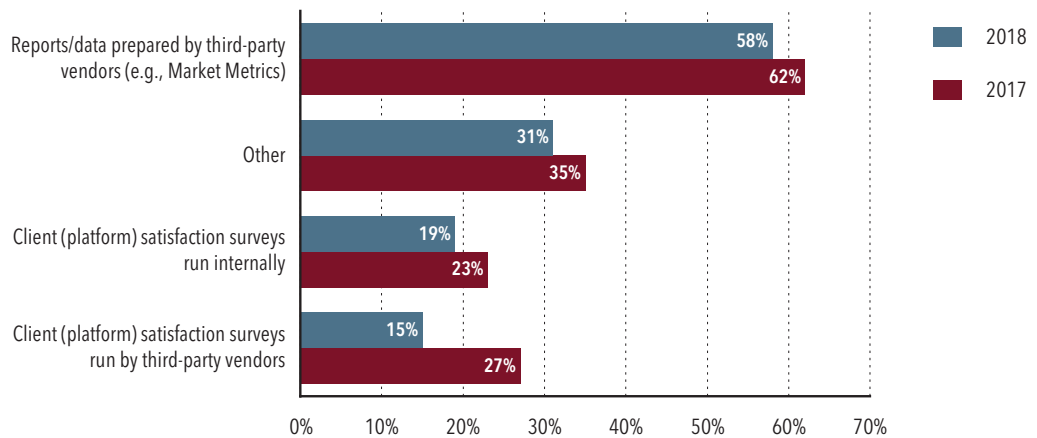
#### ON COMPENSATION

Nearly two-thirds (63%) of surveyed firms rely on equity/deferred compensation as a component of National Accounts compensation. This is the highest level we've seen over the years, which we attribute to the retention efforts for top-performing National Accounts staff.

## Study Excerpt: Platform Perspectives on National Accounts Teams

It is important that National Accounts teams continuously evaluate and measure the effectiveness of their team members at their distribution firms. This allows the group to immediately fix any areas where the relationship manager is lagging. It also can identify the individual having the most success in order to present case studies to the team on how to best cover a key distribution partner.

### Exhibit – How Firms Capture Platform Perspectives on National Accounts Staff, 2017 vs. 2018



*Note: Responses for "Other" included: Feedback from clients, Sales momentum, Internal reporting*  
Sources: FUSE National Accounts Survey, 2018 & 2017



## Service & Pricing

FUSE's mission is to deliver actionable, practical recommendations that are customized to each client's business situation. Our BenchMark series studies are far more than a "data dump" of statistics and general trends.

When you purchase a BenchMark series study, FUSE will provide ongoing support and periodic updates to help ensure that our research will have a longer shelf life than similar studies available in the marketplace.

## About FUSE Research Network, LLC

FUSE Research Network was launched with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The competitive environment today demands that clients make important business decisions within shorter and shorter time frames.

In order to support clients in this setting, FUSE provides a dynamic research platform that covers our clients' current and future decision areas (strategic and tactical). Our goal is to become an invaluable business partner through the delivery of highly informed and forward-looking recommendations that are among the critical inputs our clients need to optimize results.

**FOR MORE  
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