

Press Release

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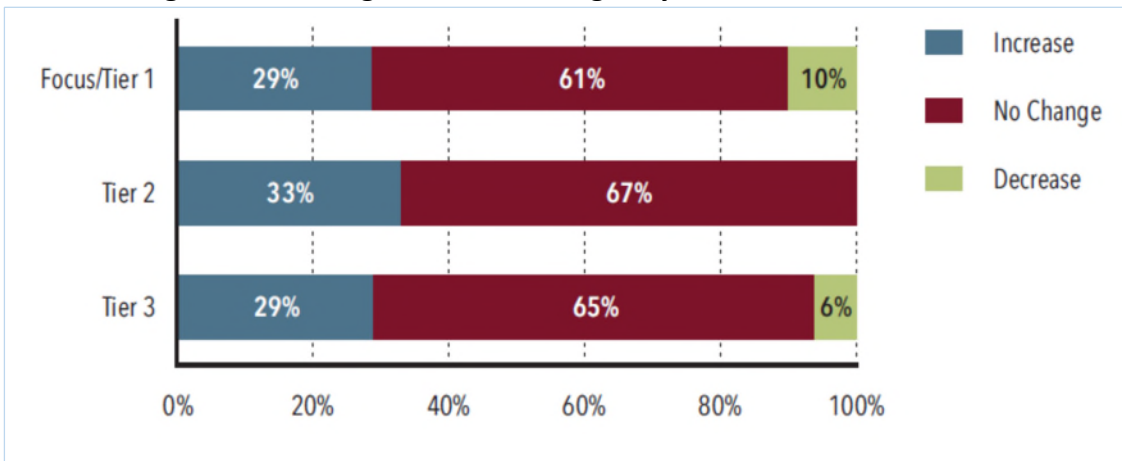
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National Accounts Teams Focus on Increased Segmentation Changes

June 6, 2022, Needham, MA – Given there is no straight line between the costs associated with participating on a platform and the end result, many National Accounts leaders are undergoing exercises to get a clearer perspective on both the service requirements and economics for their distributor relationships. Nearly two-thirds of surveyed firms plan to make segmentation changes in 2022, up from an average of 41% over the prior five years, based on findings from FUSE Research Network’s recently published *National Accounts 2022: A Guide to Benchmarking, Budgets & Productivity*. As noted in the exhibit below, surveyed asset managers are planning the most overall changes among their total number of Tier 1 firms and the most increases to their total number of Tier 2 firms.

Asset Manager Planned Segmentation Changes by Tier



Source: FUSE National Accounts Survey, 2022

The increased segmentation changes in 2022 speaks to the importance of monitoring and assessing these relationships,” offers Michael Evans, Partner at FUSE Research Network, responsible for the FUSE BenchMark and Advisor Trend Monitor research series. “As asset

managers continue to get more experienced with data analytics, mining the information in conjunction with insights from key functional areas will be integral in segmentation decisions.”

There are several fundamental trends that continue to be pertinent for the National Accounts team to understand about their distribution systems, including the shift toward lower-fee products and the growth in both proprietary and non-proprietary models. In addition, sales management must clearly understand the detailed economics of their distribution relationships, both costs (staffing, sponsorships, revenue sharing, servicing expenditures) and revenue.

In addition to platform evaluation, FUSE’s National Accounts BenchMark study provides an in-depth look at organization trends, budgets, compensation, time allocation, as well as staffing and focus partner metrics. The study is organized by firm assets under management to enable users to compare how their organization stacks up against others of similar size in addition to the overall industry. Data is also presented with pertinent comparisons of average survey data since 2016.

For details about obtaining a copy of *National Accounts 2022: A Guide to Benchmarking, Budgets & Productivity*, please email Jason Heinhorst at jheinhorst@fuse-research.com or call (720) 221-5223.

[About FUSE Research Network LLC](#)

FUSE was launched in 2008 with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The future competitive environment will demand that clients make important business decisions within shorter and shorter timeframes.

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.

