

Press Release

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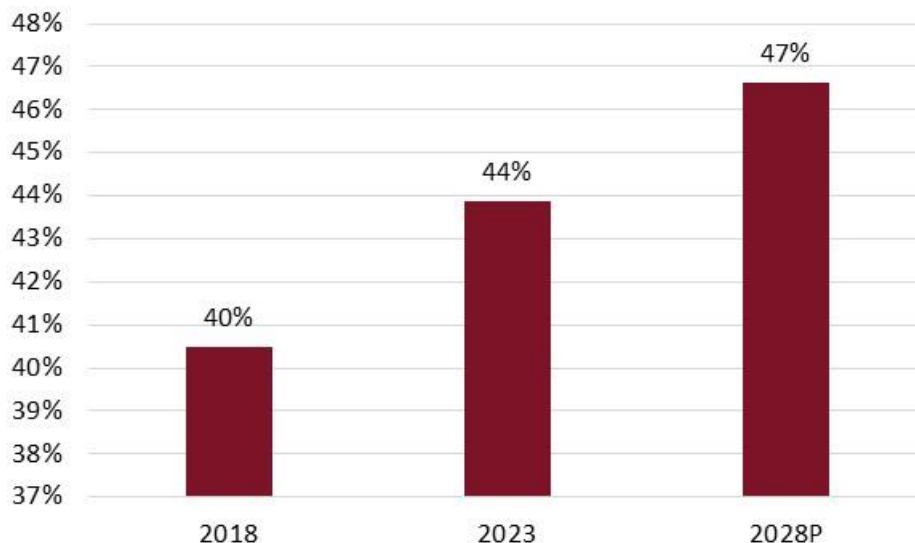
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Advisor Asset Share Becoming More Concentrated

August 23, 2023, Needham, MA – Being among one of the coveted top three relationships with a financial advisor is the holy grail for wholesaling teams and asset management firms, given these partnerships provide a disproportionate share of the advisor’s book of business. As is well known, competition is intense since advisors and home offices have been working with fewer firms and culling products. Surveyed advisors estimate that the top three firms account for more than 44% of their overall assets, up from 40% in 2018, and project this figure will increase to 47% in 2028, based on findings from FUSE Research Network’s recently published Advisor Trend Monitor Series Report, *Wholesalers: The Advisor View*.

Percentage of Assets in Investment Offerings from Top Three Wholesaler Firms



Source: FUSE Wholesalers ATM Survey, 2023

“The right products with competitive performance are table stakes when it comes to winning business, which wholesalers cannot control,” says Michael Evans, Director of BenchMark Research at FUSE Research. “However, they must deliver on what they can control. Detailed investment knowledge, a solid relationship with the advisor and access to firm experts are some of the highly valued qualities among advisors. Also, as asset share among advisors becomes more concentrated, sales management must monitor and evolve their sales support models to ensure advisors are

receiving world-class service so their firms have a potential shot at reaching one of the sales podium positions.”

The Advisor Trend Monitor Report – *Wholesalers: The Advisor View* examines a number of issues including areas advisors believe wholesalers could make improvements, factors driving new relationship development and the value and impact of wholesaler services. The research is based on a survey of more than 600 financial advisors across all channels conducted June 8, 2023 through June 20, 2023. Overall data survey findings are presented by various advisor demographics.

The FUSE Advisor Trend Monitor is a survey-based report series that provides timely insight into advisor views on a range of issues central to asset managers’ decisions about resource allocation.

For details about obtaining a copy of Advisor Trend Monitor – *Wholesalers: The Advisor View*, please email Jason Heinhorst at jheinhorst@fuse-research.com or call (720) 221-5223.

[About FUSE Research Network LLC](#)

FUSE was launched in 2008 to deliver tactical decision support that improves the effectiveness of the sales, national accounts, marketing, and product functions at investment management firms. To deliver on its unique value proposition, FUSE has built a decision support team that is unparalleled in its ability to deliver practical and actionable guidance in response to client challenges. By carefully cultivating a network of industry contacts from all facets of the business, FUSE is able to deliver solutions that go well beyond traditional business intelligence offerings.

