

The 2010 FA Insight Study of Advisory Firms: Growth by Design

Survey Overview

This year, our annual study focuses on two distinct business capabilities that drive firm growth—operations and marketing. Depending on the size and complexity of the firm, the survey will take 30–60 minutes to complete. It asks firms to provide information on the following topics:

1. Core Characteristics of the Firm
 - a. Financials (including complete income statement for 2009)
 - b. Affiliation model, service model, and custodian or broker-dealer information
 - c. Information on clients and assets, including the number of clients and assets under management for years 2007 through 2009 with anticipated numbers for 2010
 - d. Composition of ownership and parent company (if applicable)
 - e. Staffing information for years 2007 through 2009 with expectations for 2010
2. Operations
 - a. Process and procedure management, including documentation, consistency and tracking of processes
 - b. Client service turnaround time for clients of varying complexities
 - c. Operations accountability
 - d. Productivity, including staffing capacity and the use of productivity metrics
 - e. Technology usage, integration and training
3. Marketing
 - a. Pricing based on AUM, minimum fee requirements and the frequency of pricing structure reviews
 - b. Target client definition and minimum asset level requirements
 - c. Client retention, segmentation and marketing to existing clients
 - d. Marketing strategy including budget, growth goals, areas of new client acquisition, marketing accountability and client value proposition