

Talent: A key differentiator to drive success

Results from the 2022
RIA Benchmarking Study
from Charles Schwab

GPS

Guiding Principles Series™

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GUIDING PRINCIPLES FOR ADVISORY FIRM SUCCESS



Effective planning and execution is a leading indicator of success



Value is defined through your clients' eyes



Operational excellence creates greater capacity for clients



Your reputation is your brand



People are your most important asset

Introduction

Registered Investment Advisor (RIA) firms saw exceptional growth in AUM, revenue, and clients in 2021, with organic growth playing a pivotal role. Advisors continued to be there for clients and leveraged the experience they'd gained working remotely to help drive performance. Advisors not only added assets from existing clientsⁱ but also saw strong results in acquiring new clients. Findings from the 2022 RIA Benchmarking Study show that the industry is progressing as firms leverage written strategies to help drive organic growth, pursue inorganic opportunities, increase their use of digital practices and tools, and develop talent strategies to support their growing teams.



In 2021, assets increased 19.0% at the median for firms with under \$250 million in AUM and 19.7% for those with \$250 million or more in AUM. For both smaller and larger firms,ⁱⁱ asset growth in 2021 was stronger than in the previous year and higher than the 5-year CAGRⁱⁱⁱ from 2017 through 2021. Revenue was up 23.2% for all firms in the study, compared with 7.3% in 2020.

Organic growth^{iv} played a pivotal role, reaching its highest point in five years. Net asset flows contributed 8.2% to AUM growth for smaller firms and 7.0% for larger firms, with investment performance accounting for the remainder. This organic growth was driven by increased assets from new clients (\$5.8 million for smaller firms; \$28.8 million for larger firms) and from existing clients (\$2.7 million; \$15.0 million)—both also reaching five-year highs.

Client growth was also robust in 2021, with all firms seeing a 6.2% annual increase in the number of clients at the median, notably higher than the 4.6% growth seen in the previous year. Smaller firms brought on 11 new clients at the median, while larger firms added 27.

Notable trends

In addition to these strong results, there are four notable trends as advisors continue to move their businesses forward.



The past two years have underscored that people are truly a firm's most important asset. Talent determines how a firm builds relationships and serves its clients, ultimately driving growth and sustainability. RIA firms experienced incredible results last year, and their unwavering commitment to both their people and their clients helps position them for ongoing success.”

Lisa Salvi

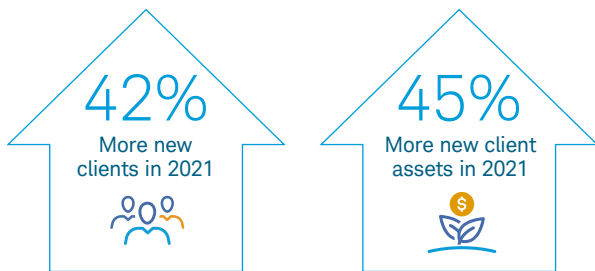
Managing Director, Business Consulting and Education
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Documenting strategies to support organic growth.

Organic growth was a major factor in overall growth in 2021. But what powered these gains? Documentation is key. Firms with written marketing plans, ideal client personas, and client value propositions gained 42% more new clients, representing 45% more new client

assets, in 2021 than firms that didn't have all three in place. Documenting referral plans also helped yield strong results. Firms with existing client referral plans generated 1.5 times more new clients from that channel, and firms with business partner referral plans generated 2.5 times more new clients from that channel, compared with firms without referral plans. Together, a focused approach to marketing and referrals has helped firms achieve the highest growth in new client assets in five years.

Firms with written marketing plans, ideal client personas, and client value propositions attracted more new clients and assets.



Median results for all firms with \$250 million or more in AUM.

Using inorganic strategies to bolster growth. 2021 was a banner year for mergers and acquisitions (M&A), with volumes setting a new record for the eighth consecutive year.¹ Among firms participating in the 2022 Benchmarking Study, 21% acquired new clients through M&A over the last five years, and 27% acquired new clients by bringing on an advisor with a book of business during the same period.

Leveraging digitization to create scale and efficiencies. Firms are using digital tools to improve security, consistency, and efficiency for staff and clients, helping to reduce fraud risk and rework. The top digital client onboarding processes are

Highlights from the 2022 RIA Benchmarking Study:

- 1,218 Registered Investment Advisors participated, representing \$1.8 trillion in assets under management (AUM).
- Learnings from the pandemic helped drive tremendous growth in 2021: AUM up 19.5%, revenue up 23.2%, and clients up 6.2%, for all firms at the median.
- Firms with greater adoption of digital workflows^{vi} gained efficiencies, spending 12.5% less time per client on operations in 2021.
- Recruiting staff ranked as the top strategic priority for the first time in the study, with 80% of firms reporting they plan to hire in 2022, underscoring the importance of having an intentional talent strategy.

account opening (92% of firms), account funding (85%), and sending general notices (75%). Firms have also implemented digital workflows for other client processes—such as electronic/digital signatures for forms and move money transactions—with more than half of firms increasing their use of these processes in 2021. Firms with a greater adoption of digital workflows saw a 12.5% decrease, to 14 hours at the median, in annual hours spent per client on operations.

Growing teams to serve clients well. Above all, 2021 highlighted the crucial role talent plays in success. Nearly 80% of firms reported hiring in 2021, and staffing remains RIAs' largest investment, comprising three-quarters of a firm's expenses. Firms recognize that the relationships among staff and clients are critical to success, and many are pursuing talent initiatives to support recruitment and retention.

Firms are leveraging digital processes and workflows to drive operational efficiencies.

Over half of firms increased their usage of digital workflows in 2021.¹



¹ Based on firms that have implemented each digital workflow. Results for all firms with \$25 million or more in AUM.

Top Performing Firms: Driving growth through best practices

The Firm Performance Index helps RIAs gain insights into their performance. The index ranks all firms in the study by using 15 key metrics that take into account fundamental aspects of running a business: growth, client and staff attrition, operating margin, time spent on client service and operations, ideal client personas and what they value, and strategic and succession planning. Top Performing Firms excel in these areas, ranking in the top 20% of the index overall.

The metrics included in the Firm Performance Index align with the Guiding Principles for Advisory Firm Success, Schwab’s framework that helps RIAs navigate the complexities of growing and managing their businesses.

The index helps paint a holistic picture of how firms are performing, operating, and building future value, and enables advisors to identify strengths and potential opportunities for their firms.

The strong results of Top Performing Firms may be attributed to those firms’ keen focus on activities that support new client growth, as well as investing in and cultivating top talent. Top Performing Firms saw 2.5 times more growth in assets from new clients in 2021 than all other firms. Additionally, with their commitment to staff, Top Performing Firms, at the median, experienced no staff attrition last year.

Firm Performance Index—selected metrics

Metric	Top Performing Firms	All other firms	Multiple
5-year net asset flows compound annual growth rate	15.3%	4.9%	3.1x
5-year revenue compound annual growth rate	20.1%	10.2%	2.0x
5-year client compound annual growth rate	10.9%	4.0%	2.7x
Growth in assets from new clients in 2021	10.4%	4.2%	2.5x
Firms with a documented ideal client persona	74%	57%	1.3x
Firms with a marketing plan	56%	33%	1.7x
Staff attrition rate	0.0%	5.2%	–

Note: Median results unless otherwise noted. “Top Performing Firms” are those ranked in the top 20th percentile of the Firm Performance Index. “All other firms” are those ranked below the 80th percentile of the index. CAGR represents the compound annual growth rate from 2017 through 2021.

Guiding Principle: People are your most important asset



Creating a cycle of opportunity to attract and retain top talent helps ensure continuity of your firm's people, culture, and values as you prepare for the future. That's why having a high-performing and diverse team, unlocking their potential, and rewarding and developing the next generation of leadership is a long-term commitment and critical to building a legacy.

Enhancing your talent strategy

It takes the right people to achieve exceptional performance. Top talent enables firms to deliver outstanding service and drives firm growth. Because of this, a talent strategy is critical to have.

A strategy covering all aspects of the talent lifecycle—recruiting, development, advancement, and retention—is fundamental to ensure alignment with the firm's overall strategy and goals, and to help move the firm closer to its vision. A talent strategy can also help firms pivot more readily to address market changes and make them more competitive when hiring and retaining talent.

Schwab's 2022 Benchmarking Study data illustrates the competitive market for talent:

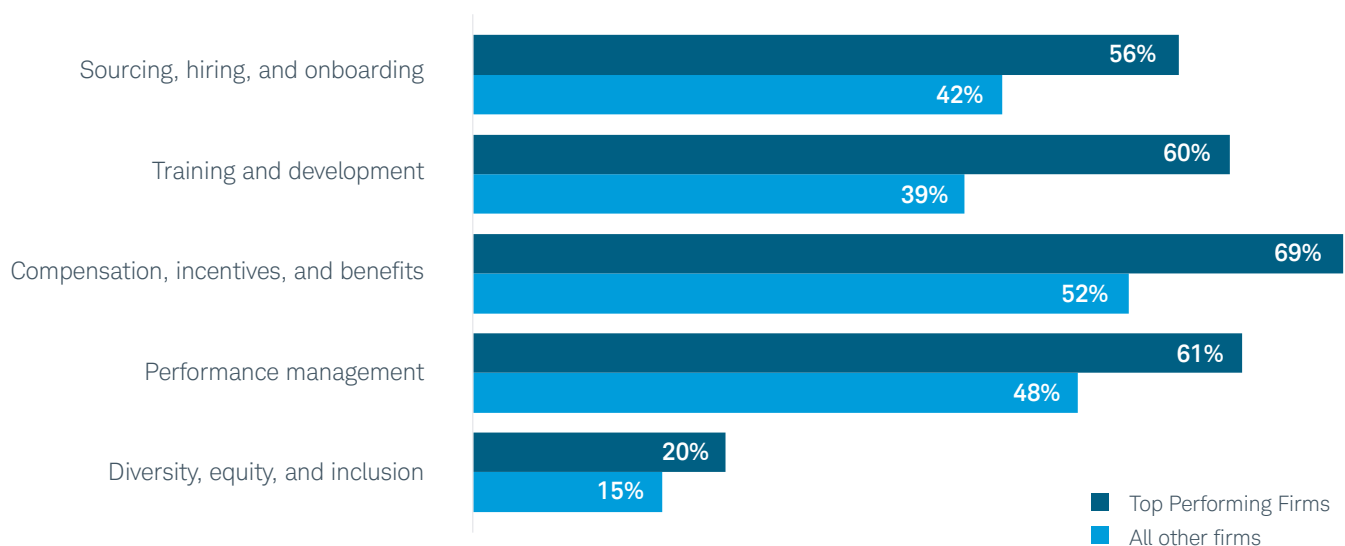
- In 2021, the median firm hired three total staff, of which two were for new roles at the firm.

- 33% of advisors recruited from other RIAs last year.
- Looking ahead, 80% of firms reported they plan to hire in 2022.
- The median firm will need to add six staff over the next five years based on current growth rates,^{vii} and that doesn't account for attrition, which 61% of firms experienced in 2021.
- At the time of the study, firms noted changes in the hiring process, including a need for higher compensation (54% of firms) and fewer qualified candidates for each role (49%).

Looking ahead, based on the current number of firms and growth, the RIA industry will need to add more than 70,000 new staff—enough talent to fill a football stadium—over the next five years^{viii} without accounting for attrition, retirements, or the establishment of new firms.

Documenting the talent strategy helps align the entire firm around the plan.

Firms with documented talent strategy processes



Put the plan in writing

Having a written talent strategy provides structure for a firm and helps align the entire firm around the plan. About half of all firms in the study document their approach to compensation, incentives, and benefits, as well as performance management. Top Performing Firms are likelier to have done so. In a competitive labor market, an intentional plan for sourcing, hiring, and onboarding practices can give firms an edge, yet only 45% document this aspect of their talent strategy.

Including recruitment and onboarding in the plan can be helpful for several reasons. First, it can ensure that firms anticipate their hiring needs rather than react to capacity constraints. Second, it can help build a diverse and inclusive workforce that can attract and serve a more diverse client base. Additionally, having a thoughtful plan can provide opportunities candidates are seeking while also building skills and capabilities across the organization. And finally, it can help new employees become integrated into the firm, improving retention.

As candidates seek to join firms that value diversity, equity, and inclusion (DEI), including this as part of a talent strategy is an area of opportunity for most firms. Across the study, half of all firms reported a commitment to a diverse, equitable, and inclusive workplace, yet only 16% of all firms have documented their actual DEI strategy. Firms can approach diversity through gender, age, race, and ethnicity.

Develop a strong employee value proposition

In the competition for talent, a comprehensive employee value proposition (EVP) is a differentiator. An EVP explains what a firm offers its employees in return for the skills, capabilities, and experiences they bring. The ideal EVP showcases both head and heart. It includes compensation, benefits, professional development and advancement opportunities, and a commitment to inclusive workplaces. It also includes the culture, purpose, and meaning of the work and the spirit of serving clients. An EVP may include a “signature program” for employees—something that makes the firm distinctive.

According to the Benchmarking Study, the most common elements offered in an EVP include:

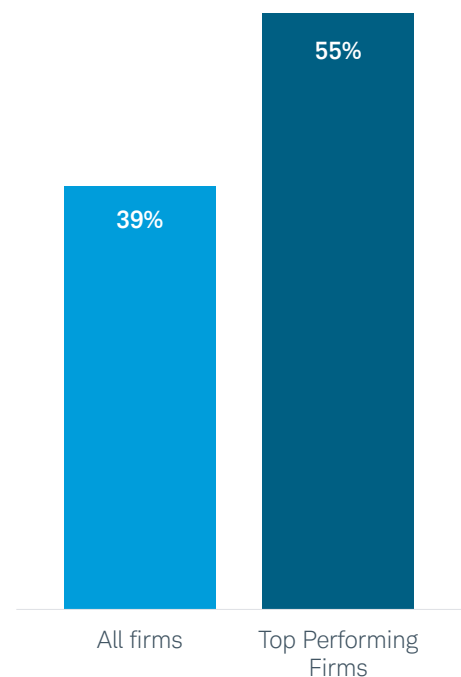
- Compensation, including financial rewards beyond base salary (78% of all firms) and equity ownership opportunities (38%)

- Employee benefits—both traditional (86%)^{ix} and nontraditional (52%)
- Professional development and career advancement opportunities (68%)
- A commitment to an inclusive workplace (52%)
- A mission statement, culture, and values that support meaningful work (65%)
- A positive work setting for staff, including work-life balance (76%) and an emphasis on teamwork and fostering connections (75%)

Nearly 40% of all firms have a documented EVP, with Top Performing Firms more likely to have one. Once the EVP is documented, it's important to share it more broadly. Firms can showcase their EVP—by communicating it through their websites, job postings, interviews, and internally—so that candidates can picture themselves thriving there and current employees know they are valued.

Having an employee value proposition is essential to attract and retain talent.

Firms with a documented EVP



The following are three key areas of a comprehensive EVP.

Evaluate your compensation strategy. For all firms, compensation remains the benefit candidates most value (42%), followed by work-life balance (29%). A well-planned and well-executed compensation strategy that appeals to both potential and current employees can help firms compete in the race for top talent. Firms that excel at designing attractive packages link the firm's interests with those of the employee. By aligning their business strategy with their compensation plan, firms can help generate greater profitability and increase operational efficiency while creating a competitive advantage.

Across all roles in the compensation section of the study, base salary represents 77% of total cash compensation on average, with performance-based incentive pay, compensation tied to revenue generation, and owner profit distributions comprising the balance. Further, 79% of firms use performance-based incentive pay to link compensation with individual performance goals, team-based goals, or firmwide milestones—a practice that reinforces skills and behaviors that help a firm achieve its vision and motivates employees to internalize that vision. The result is a positive effect on firm performance.

Equity is also used to align staff goals with those of the firm and allows everyone to share in the firm's success. Nearly 40% of firms offer equity ownership opportunities as part of an EVP, with the median firm sharing equity with about one in three staff. Equity can offer a formal path to partnership, helping to cultivate and reward the next generation of

leaders. It also rewards the commitment of high-performing individuals, making it harder for competing firms to disrupt a succession strategy by recruiting away key talent.

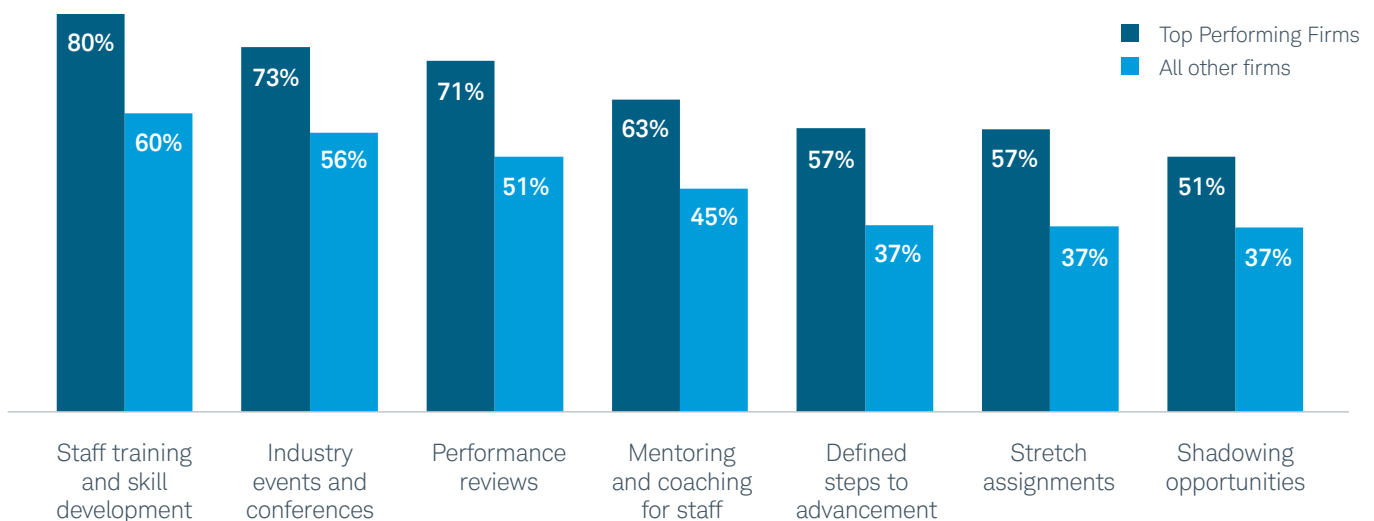
Firms should regularly monitor compensation plans, at least annually and when there is market disruption, to ensure ongoing alignment with their growth strategy and vision, as well as current market expectations.

Focus on career progression. More than two-thirds of all firms reported offering clearly defined career paths and/or career progression opportunities, and 82% of Top Performing Firms did so. By showing long-term opportunities, a career path can incentivize staff and improve engagement and performance. One in three firms promoted staff internally in 2021.

Providing professional development opportunities to support career advancement demonstrates that the firm is investing in employees' future. Most commonly, firms:

- Invest in staff training and skill development, such as licenses and certifications (62% of all firms)
- Provide opportunities to attend industry events and conferences (58%)
- Conduct performance reviews to assess progress toward career goals (54%)
- Offer mentoring and coaching programs that can help foster collaboration among staff and help develop a more inclusive culture (49%)

Top Performing Firms more often provide professional development support.



Offer nontraditional benefits. The median firm offers 4 of the 11 nontraditional benefits the Benchmarking Study lists to improve employee satisfaction and engagement and support work-life balance. Among the most common are:

- Remote work (70% of all firms)
- Flexible schedules, such as allowing parents to pick up children from school (66%)
- Investment management/financial planning for employees (65%)—this represents an opportunity for many firms
- Health and wellness benefits to promote holistic well-being (54%)
- Benefits that allow employees to live their values in the workplace, such as time off to volunteer (39%) and an employer match for charitable contributions (19%)

All of these elements contribute to a positive work environment and strong value proposition for staff.

Leverage performance management

With firms offering more robust total rewards packages to attract and retain talent, performance management is vital. It allows RIAs to empower staff do their best by communicating

clear definitions of each role's purpose, key responsibilities, and performance objectives. The firm then can work with employees to tie measurable outcomes back to firm goals and monitor progress toward those goals.

Employees can excel when they understand what they need to do to succeed. Performance management is an opportunity to develop talent by training and counseling individuals, aligning on long-term goals, and guiding employees through their career path within the firm. Knowing how to advance can motivate staff to be more productive and responsive to the firm's needs and help unlock the firm's full potential.

Talent is the cornerstone of success

In many ways, the pandemic realigned the relationship between employer and employee. More firms recognize that creating an enduring firm starts with the firm's most important asset: its people. Having a well-thought-out talent strategy—one that spans recruiting, development, competitive compensation, and a path to equity ownership—is key to attracting and retaining top talent. It represents an investment not only in the individuals but in the firm's future success, and firm owners willing to invest in their employees will likely see significant returns—in the short term and for many years to come.

Chart your course

Clearly see how your firm is performing in the marketplace with the RIA Benchmarking Study, open from January to March each year.

Visit advisorservices.schwab.com/benchmarking_education



Discover more findings from the 2022 RIA Benchmarking Study to gain insights into how advisors of all sizes have continued to thrive and grow their firms.

Visit advisorservices.schwab.com/benchmarkingresults

Jessica Searcy Kmetty lives in Arizona. The firm she runs is headquartered in Kansas. Employees live in Utah, Florida, Mississippi, South Carolina, and Nebraska. When COVID-19 hit, Kmetty sent her whole staff home to work. Other than setting up home offices that mirrored the workplace, not much about the business needed to change. “I had been working remotely for 10 years,” Kmetty says. “We already had policies, procedures, and processes in place. We had digital tools and technology in place. We were already interacting as a team in this capacity and appreciated how efficient it was.” They gained clients across the country too—57 in 2020 and 89 in 2021—and now have clients in 38 states.

As the firm continues to grow, Kmetty thinks people have realized they don’t need their advisor to be geographically present. What they need is an advisor they can trust. Going forward, the firm has adopted a hybrid model for clients, with online business meetings plus a few in-person social occasions for those clustered in certain locations.

Similarly, staff might choose to come to the office for meetings but are likely to prospect in the community or work from home the rest of

“The reason some firms have a hard time attracting talent is also why they have challenges attracting new business. You’ll find the right people if you are really clear about who you are as an organization and align yourself accordingly.”

Jessica Searcy Kmetty
President and CEO

Case study at a glance

Firm name: Searcy Financial Services

Firm size: \$350 million in AUM

Employees: 9.5 full-time positions spread over 11 staff located across the country

Firm founded: 1976

Highlights:

- Digital tools and technology were in place at Searcy well before the pandemic, and most of the staff members, including the CEO, work remotely.
- The firm is 100% paperless, and the client engagement letter states this clearly.
- Searcy has a COI referral program involving partnerships with professionals who may be important in their clients’ lives, such as mortgage brokers, realtors, business coaches, and health care professionals.
- The firm recruits next-generation talent based on work ethic and personality, regardless of financial experience, and teaches them everything they need to know.



Jessica Searcy Kmetty
President and CEO

the time. The flexibility contributes to growth by enabling advisors located across the country to accommodate a range of scheduling requests.

A partnership with WealthRamp has been a fruitful source of new clients, as has a centers of influence referral strategy based on partnerships

SEARCY FINANCIAL SERVICES (CONTINUED)

with professionals. The firm approaches client relationships holistically, taking into account what clients need even beyond their financial lives. So the firm builds relationships with business partners outside the “standard” attorneys and accountants, such as mortgage brokers, realtors, business coaches, and health care professionals. Searcy hosts targeted events that benefit all parties and sets clear expectations with referral partners early in the relationship.

How digital tools help define the client experience

Always looking to scale, the firm is a big believer in digital tools for client service as well as operations. Kmetty’s commitment to digital is so unwavering that the firm is 100% paperless—as is stated in the firm’s engagement agreement to make sure clients understand this upfront. Even clients who come to the office for a meeting still sign documents digitally.

When the firm creates a financial plan, they go through it onscreen with the client, modifying as they go along. Clients then get access to the digital plan and can edit details further. “That has been a really good digital tool for engagement,” Kmetty says. The process has also allowed for significant time savings.

The firm uses Salesforce for onboarding to deliver a consistent client experience. Employees follow a set of tasks—especially important for new employees. “They have their tasks, checklists, and workflows that populate,” Kmetty says. “Everybody onboards in the same way.”

Cultivating talent

Searcy hired three people during the pandemic and didn’t meet them in-person until the entire

team came together for a postponed strategic planning meeting in 2022. In recruiting, Searcy cultivates next-generation talent and takes a values approach, looking for “the right kind of person,” regardless of experience—that is, people with a growth mindset who are responsible, work hard, and love to learn. “We have become an organization that brings in really green talent and teaches them everything they need to know,” Kmetty says. The firm partners with universities to identify candidates and offers internships to support the next generation of talent entering the industry.

“If you’ve got great people, you can trust them to do what’s right.”

The firm discusses the culture openly with candidates, and new hires receive a documented firm culture guide. “We communicate what we provide our team and what they should expect from us,” Kmetty says. This includes clearly defined job responsibilities, financial rewards, a bonus incentive program, career paths, unlimited paid time off and flex time, continuing education, and the apprenticeship model (based on the “see one, do one, teach one” model). Everyone has a mentor from day one, including the partners—and, underscoring the importance of mentorship programs—every candidate Kmetty has spoken to in the past two years has asked about mentoring. Kmetty is proud to say that the firm’s most recent hire chose Searcy Financial not because it offered the biggest salary but because it offered the best culture fit.

Through two years of the pandemic, Mission Wealth took the opportunity to up its game. Heeding the adage “Never waste a crisis,” founder Seth Streeter explained how his team “dove in” and made the most of it: gaining clients and assets, hiring more people, and preserving its culture while adding digital efficiencies.

With 17 staffed locations (plus 7 unstaffed offices) across the country, Mission doesn’t take its culture for granted. The firm has fostered an environment of listening, understanding, and caring about each other, its clients, and its community. Twice yearly retreats allow people to “get to know each other in deep ways.” Streeter feels that helping the staff feel seen, heard, and appreciated sets the firm apart.

Entrepreneurship is at the heart of the employee-owned firm’s culture. The firm has 19 partners, a path to partnership for advisors and others across all departments, and a career ladder for everyone in the company. “There are clear expectations for how someone can advance at Mission Wealth, and that creates excitement and a collaborative environment,” Streeter says.

Recognizing the industry’s need for talent, Mission is committed to offering opportunities to diverse candidates. The firm hired 40 people in the last two years—53% were female and 40%



A big part of our culture is entrepreneurial, growth-minded, yet caring and supportive—and always doing the right thing.”

Seth Streeter

Founder and Chief Impact Officer

Case study at a glance

Firm name: Mission Wealth

Firm size: \$5 billion in AUM

Employees: 85 professionals, of which half are advisors, in 17 locations across the country

Firm founded: 2000

Highlights:

- With staff located across the country, Mission is intentional about preserving its culture.
- Mission hired 40 people in the last two years and, based on its commitment to diversity and inclusion, 53% were female and 40% were people of color.
- Leveraging dynamic financial planning meetings has allowed the firm to shorten the sales cycle with prospects, boost client engagement, and create time savings.
- Mission’s organic growth strategy, which focuses on its ideal client profile, has enabled the firm to grow assets by about \$1 billion per year (outside of market growth).

**Seth Streeter**

Founder and Chief Impact Officer

were people of color. Mission also pursues a strategy of “Mergers & Integrations” (as opposed to Mergers & Acquisitions) because they acquire firms more for their talent than their assets.

Mission’s mentoring program, that involves pairing people up from different teams, helps

MISSION WEALTH (CONTINUED)

connect the new hires to the staff. The firm has created “affinity teams” based on employees’ personal interests—such as books, volunteering, and women’s financial issues—to create more connection among staff.

Mission’s employee value proposition reflects all these initiatives. “We don’t just care about the numbers side of performance,” says Streeter. “We also want to help people develop as professionals and as caring individuals, so that they make a greater impact not only with the people at work but also in general.”

Engaging digitally

The firm found clients, prospects, and staff benefited from moving to digital tools over the last two years. “We became very proficient at doing live, dynamic financial planning meetings, that enabled us to shorten the sales cycle with prospects, enhance client engagement, and get things done much quicker,” Streeter says.

“There was a high demand for our services during the pandemic, and we were able to meet it because we were so efficient providing it virtually.”

Another key tool is the client portal. Over the past two years, Mission worked to get clients using and feeling comfortable with their portal. They also examined clients who had left the firm and found a correlation between low portal engagement and attrition. That emphasized the importance of this digital interaction.

Mission also leverages a customized Salesforce for every aspect of the business. They have

well-defined client service tiers and have honed in on the service model delivered to each type of client. All that is tracked through Salesforce, ensuring a consistent client experience by client tier and clarifying staff roles and responsibilities.

Growing organically

Mission has been growing assets at about \$1 billion a year, thanks in part to a multipronged organic growth strategy. Foundational to the strategy is understanding their ideal client persona and painting a picture of the clients they serve best and the ways they serve them.

“To support this,” Streeter explains, “we continue to evolve our digital marketing strategy to focus on the whole person and engage both the head and the heart.” Mission offers events and resources that focus on a mix of educational and human-interest content and opens these up to clients, prospects, and business partners. The firm’s virtual “Inspired Living Talks” bring in speakers to discuss values and lifestyle topics, such as aging, finding purpose, and relationship challenges. They even highlighted their commitment to diversity, equity, and inclusion by hosting a discussion on education reform for underserved communities.

Mission focuses on community involvement to cultivate business partner relationships. “It’s essential to be out there side by side with key centers of influence in your area—whether working on a board or doing community service,” Streeter says. Mission also builds strong bonds by engaging with clients and prospects in a way that demonstrates how the firm cares about people. Streeter observes that these connections lead to natural referrals and are true to the culture the firm has fostered.

Notes

- ⁱ Excludes investment performance.
- ⁱⁱ “Smaller firms” refers to firms with less than \$250 million in AUM, and “larger firms” refers to those with \$250 million or more in AUM. “All firms” refers to firms with \$25 million or more in AUM. When smaller, larger, and all firms’ results are not distinguished, results are for firms with AUM of \$250 million or more. Results are median unless otherwise noted.
- ⁱⁱⁱ Compound annual growth rate.
- ^{iv} Organic growth is the change in a firm’s assets from new, existing, and lost clients before investment performance is taken into account, and it excludes the growth from acquisitions or divestitures and from advisors joining or leaving.
- ^v DeVoe & Company, Q4 2021 DeVoe RIA Deal Book.
- ^{vi} Firms with \$250 million or more in AUM that have implemented more digital workflows than the median firm.
- ^{vii} Projection based on median 5-year AUM compound annual growth rate from 2017 through 2021 for all firms with \$25 million or more in AUM and median staffing levels.
- ^{viii} Projection based on median 5-year AUM compound annual growth rates from 2017 through 2021 by peer group and median staffing levels.
- ^{ix} Based on all firms that completed the compensation section of the study and indicated they provide medical insurance.

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About the 2022 RIA Benchmarking Study from Charles Schwab

Schwab designed the RIA Benchmarking Study to capture insights in the RIA industry based on survey responses from individual firms. The 2022 study provides information on topics such as asset and revenue growth, sources of new clients, products and pricing, staffing, compensation, marketing, technology, and financial performance. Since the inception of the study in 2006, more than 4,300 firms have participated, with many repeat participants. Fielded from January to March 2022, the study contains self-reported data from 1,218 firms that custody their assets with Schwab or TD Ameritrade and represents \$1.8 trillion in assets under management, making this the leading study in the RIA industry. Schwab did not independently verify or validate the self-reported information. Participant firms represent various sizes and business models. They are categorized into seven peer groups by AUM size. The study is part of Schwab Business Consulting and Education, a practice management offering for RIAs. Grounded in the best practices of leading independent advisory firms, Business Consulting and Education provides insight, guidance, tools, and resources to help RIAs strategically manage and grow their firm.

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