

2012 TRENDS AMONG INDEPENDENT ADVISORS

Participation in Schwab's 2012 RIA Benchmarking Study itself is a strong indicator of advisors' focus on ways to enhance their practice. This year, **1,025 firms** completed the study, a **25% increase** from a year ago.

GROWTH

Assets and Revenues Reach Record Levels



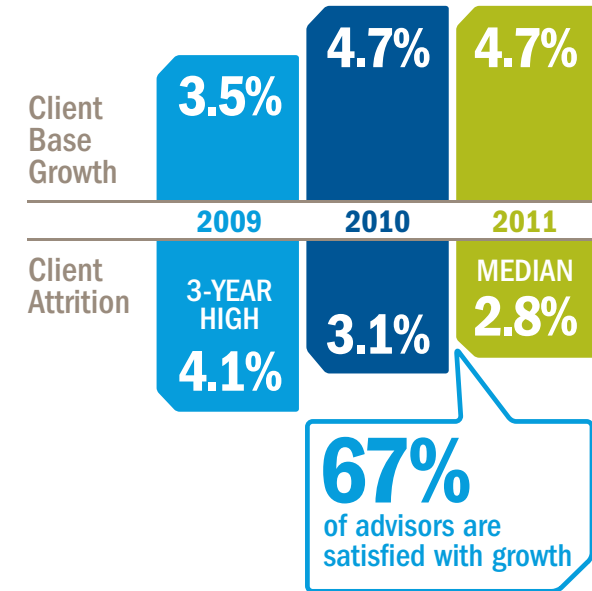
For the Median Firm

Longer Sales Cycles Drove Higher Cost



Median Cost of Staff Time per \$1 Million in New Assets

72% of firms identified at least one barrier to growth related to marketing and business development



67% of advisors are satisfied with growth

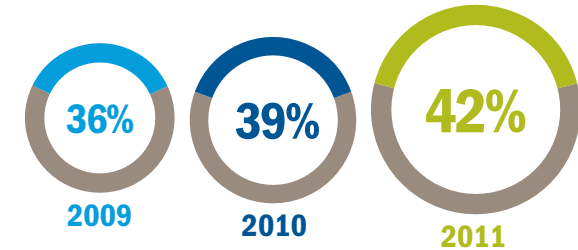
PRODUCTIVITY



↑50%

The percentage of firms outsourcing at least one back-office function increased from 22% to 33% in the last three years.

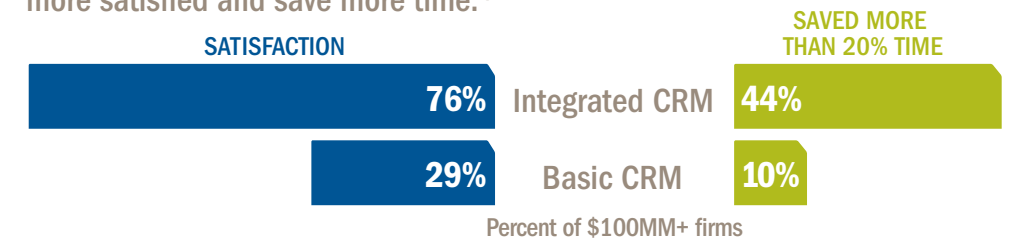
Firms That Segment Their Client Base



Firms With Strategic or Succession Planning as a Top Priority



Firms that integrate at least two office functions with their CRM tend to be more satisfied and save more time.*



*Office integration means using at least two office integration functions: tracking workflows or task lists, plus integration into document management or portfolio management system.

The 2012 RIA Benchmarking Study from Charles Schwab, fielded in February and March of 2012, drew on the experiences of 1,025 advisors who collectively manage over \$425 billion in assets. All data is self-reported by study participants and is not verified or validated. For more results, download the MKT report *Focused on Growth: Insights From the 2012 RIA Benchmarking Study* from Charles Schwab. If you'd like to participate next year, contact your relationship manager.

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