

Press Release

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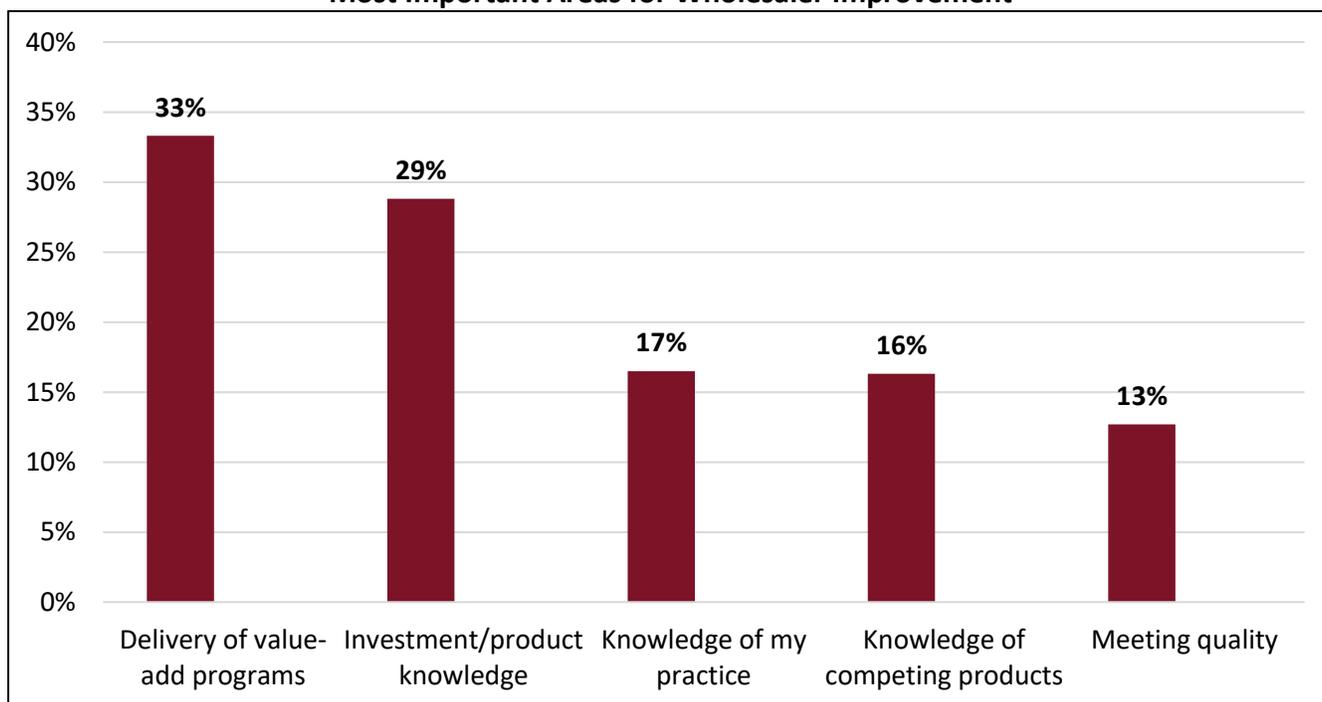
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Delivery of Value-Add Programs and Product Knowledge Top List for Wholesaler Improvement

January 9, 2019, *Needham, MA* – Gaining access to today’s advisors is becoming increasingly challenging for wholesalers as advisors continue to limit the number of meetings they are willing to accept. Combined with an increasingly concentrated marketplace (advisor assets with their top three wholesaler has already surpassed 40%), the urgency for having well-trained and knowledgeable wholesalers is more crucial than ever. How can wholesalers improve and make the most of their face time with advisors? According to FUSE Research Network’s latest Advisor Trend Monitor Series Report – *Wholesalers: The Advisor View*, published in conjunction with WealthManagement.com, more than 800 surveyed advisors selected the delivery of value-add programs and investment/product knowledge as the two most critical areas for wholesaler improvement.

Most Important Areas for Wholesaler Improvement



Source: FUSE 2018 Wholesalers: The Advisor View

Note: Includes first-place rankings

Over the past few years, advisors have consistently stated that they want their wholesalers to improve both their value-add program delivery and their level of investment knowledge in order to have more meaningful and impactful discussions. Patrick Newcomb, Director of BenchMark Research, FUSE Research Network, explains, “Not only does this allow the firm to deepen its relationship with the advisor, it also may eliminate the need for a client portfolio manager to attend the meeting. Ultimately, by increasing the perceived value of a wholesaler visit with a broader investment discussion and a quality value-add program offering, the wholesaler will help fortify the relationship and capture more assets.”

These two opportunities for wholesaler strengthening also show the current dichotomy in the target advisor audience. “The cohort that was the most anxious to experience a ramp up in wholesaler investment/product knowledge were older advisors, followed in a distant second by independent broker/dealers (IBDs) and advisors with smaller practices. Those advisors seeking a boost in the delivery of value-add programs were wirehouse advisors and IBDs, advisors with mid-tier practices, middle-age advisors or middle-age clients, and younger advisors,” notes Newcomb.

In addition to the discussion on wholesaler improvement, Advisor Trend Monitor Report – *Wholesalers: The Advisor View* focuses on the following topics: most valuable inputs in product selection, value of services provided by wholesalers, top firms for quality of wholesalers and more. Survey findings are presented at the aggregate level, as well as by distribution channel, age, whether or not there is a dedicated due diligence team member, size of book and gender. Overall data is also presented with comparisons noted over the prior year of survey data.

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. With the ongoing support of our partner, WealthManagement.com, FUSE releases a total of six reports annually that make up the Advisor Trend Monitor series.

For details about obtaining a copy of *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 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.

