

Press Release

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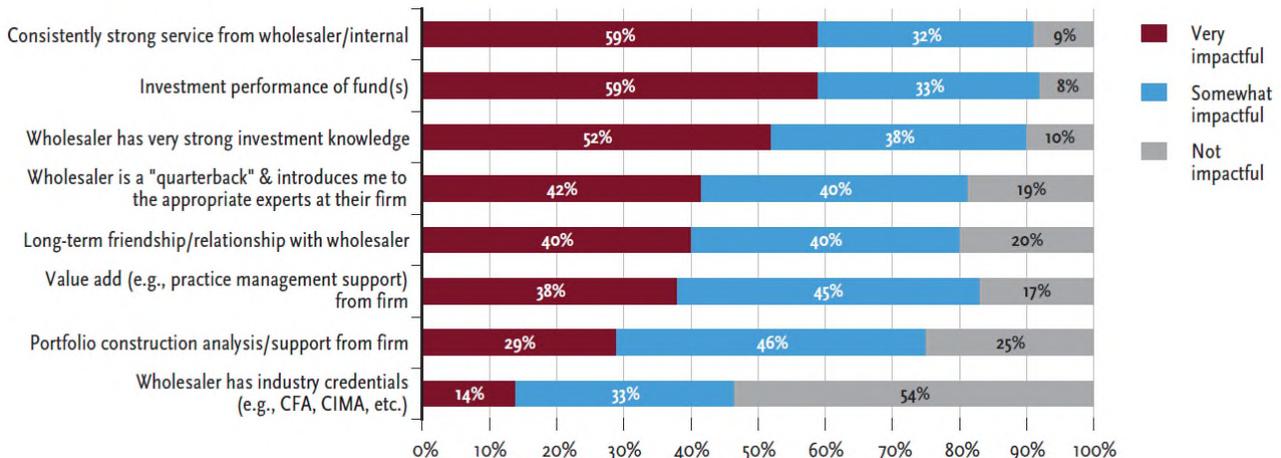
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Advisors Share Insight into the Coveted Top Three Wholesaler Relationships

November 15, 2021, Needham, MA – Wholesalers have one of the most important roles within asset management firms. Considering all the different positions within a firm that support and drive sales, wholesalers remain the primary (and sometimes the only) direct interface with advisors. But how can a wholesaler optimize their impact on an advisor? Based on the latest findings from FUSE Research Network’s Advisor Trend Monitor Series Report – *Wholesalers: The Advisor View*, published in conjunction with WealthManagement.com, advisors are most loyal to their top three wholesalers who provide consistently strong service, along with firms that are able to deliver solid investment performance.

Driving Factors for Working with Top Three Wholesalers on an Ongoing Basis



Source: FUSE Research Network, WealthManagement.com

Overall, 59% of surveyed advisors rated “consistently strong service” as very impactful. Tied for strong service was “investment performance,” which obviously reflects directly to the wholesaler’s firm. Following this virtual tie was a wholesaler’s investment knowledge with more than half (52%) of advisors ranking this as very impactful. The fourth-place response—wholesaler is a quarterback and introduces me to the appropriate experts at their firm—goes hand in hand with the top three selections. The wholesaler best fits into an institutional sales and quarterback model and provides an amalgam of the high-impact attributes of delivering strong service, steeped in knowledge of the

firm's offerings, and knows when the advisor would benefit from discussions with the firm's specialists.

"The percentage of assets in investment offerings from an advisor's top three wholesalers has been steadily increasing and is projected to continue on that trajectory over the next several years," states Patrick Newcomb, Director of Advisor Research at FUSE Research. "This underscores the crucial role of the wholesaler who is able to be an effective relationship builder/client servicer, product expert and quarterback. Knowing their advisor clients and their needs is the backbone of a successful relationship."

The Advisor Trend Monitor Report – *Wholesalers: The Advisor View* also explores changes in post-COVID advisor/wholesaler interactions, value of wholesaler services, preferred interactions including frequency and communication means, top advisor needs over the next two years, areas for wholesaler improvement, among other topics. Overall data survey findings are presented with pertinent year-over-year comparisons, as well as 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. With the ongoing support of our partner, WealthManagement.com, FUSE releases a total of six reports annually that comprise the Advisor Trend Monitor series.

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 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.

