

Financial Institutions Research Report Series
&
Financial Advisors Research Report Series

An Initial Overview of
the Cash Investments &
Bank Savings Products Market:
An Industry in Evolution and/or a
Profitable Niche Business?



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TABLE OF CONTENTS

<u><i>INTRODUCTION, KEY FINDINGS, & EXECUTIVE SUMMARY</i></u>	<u>6</u>
<u><i>A SYNOPSIS OF FINANCIAL SERVICES INDUSTRY PRODUCT & SERVICES MARKETS</i></u>	<u>16</u>
<u><i>EVOLUTION OF THE CASH INVESTMENTS & BANK SAVINGS PRODUCTS INDUSTRY</i></u>	<u>23</u>
<i>Market History</i>	23
<i>Early Phase</i>	23
<i>Innovation Phase</i>	23
<i>Restructuring Phase</i>	23
<i>Market Definition</i>	23
<i>Cash Investments</i>	24
<i>Bank Savings Products</i>	24
<i>Market Growth</i>	24
<i>Firms</i>	25
<i>Accounts</i>	25
<i>Assets Under Management</i>	25
<i>Net Flows</i>	25
<i>Revenues</i>	25
<i>Net Profits</i>	26
<i>Leading Cash Investments & Bank Savings Products Companies</i>	26
<i>Accounts</i>	26
<i>Assets Under Management</i>	26
<i>Net Flows</i>	26
<i>Revenues</i>	26
<i>Net Profits</i>	26
<u><i>MARKET SEGMENTATION</i></u>	<u>27</u>
<i>Cash Investments</i>	27
<i>Bank Savings Products</i>	29
<u><i>MARKETS & DISTRIBUTION CHANNELS</i></u>	<u>32</u>
<i>Direct Distribution</i>	32
<i>Online Financial Services</i>	32
<i>Financial Advisor Markets</i>	32
<i>Retail Banks</i>	32
<i>Full-Service Brokerage</i>	32
<i>Independent Broker/Dealers</i>	32
<i>Fee-Based Financial Advisors</i>	33
<i>Other Financial Advisors</i>	33
<i>Life Insurance Company & Agencies</i>	33
<i>CPA Firms</i>	33
<i>Property & Casualty Insurance Agents</i>	34
<i>Mortgage Brokers</i>	34
<i>Upscale Channels</i>	34
<i>Private Banks</i>	34
<i>Money Managers</i>	34
<i>Investment Banks & Boutique Broker/Dealers</i>	34
<i>Sports Agents & Entertainment Managers</i>	34

Other Boutique & Upscale Firms	34
Investment Consultants	34
Processing Banks	34
Institutional Markets	34
Defined Contribution Plans	34
Defined Benefit Plans	34
Endowments & Foundations	34
Corporate Cash & Treasury Services.....	35
Sovereign Wealth Funds & Other Foreign Investors	35
International Markets.....	35
English Speaking Countries Markets	35
Europe, Middle East, & Africa Markets.....	35
Asia Pacific Markets.....	35
Latin America Markets	35
Offshore Markets	35
<u>FUTURE PREDICTIONS OF THE CASH INVESTMENTS & BANK SAVINGS</u>	
<u>PRODUCTS INDUSTRY</u>	36
Slow Decline of Money Market Funds & Shift Back to Bank Savings Products	36
Continued Evolving Product Structure Shifts	36
Increasing Importance of Direct Distribution & Institutional Channels	36
<u>APPENDIX</u>	37
Profiles of Cash Investments & Bank Savings Products Companies	37
Bank of America Corporation	37
History	37
Businesses	37
Consumer & Commercial Banking.....	37
Merrill Lynch.....	38
Private Client Group.....	38
Black Rock	39
Organization & Ownership.....	39
City National Corporation.....	40
History	41
Businesses	41
Private Client Group	41
Organization & Ownership.....	41
Fidelity Investments	42
History	42
Businesses	43
Personal & Workplace Investing	43
Banking Services	43
Organization & Ownership.....	43
Federated Investors	44
History	44
Businesses	44
Cash Management	44
Organization & Ownership.....	45
Goldman Sachs Group	45
History	45
Businesses	45
Asset Management & Securities Service	45

Asset Management	45
Organization & Ownership	47
<i>JP Morgan Chase</i>	48
History	48
Businesses	48
Retail Banking	48
Personal Financial Services Group	48
Organization & Ownership	48
<i>Met Life</i>	49
History	49
Businesses	49
Met Life Bank	49
Organization & Ownership	50
<i>Nationwide</i>	50
History	50
Businesses	50
Asset Management	51
Organization & Ownership	51
<i>The Bank of New York Mellon Corporation</i>	51
History	51
Businesses	51
Dreyfus Corporation	52
Organization & Ownership	52
<i>The Charles Schwab Corporation</i>	52
History	52
Businesses	53
Schwab Financial Products	53
Organization & Ownership	54
<i>The Hartford</i>	55
History	55
Businesses	55
Hartford Mutual Funds	55
Organization & Ownership	56
<i>T. Rowe Price Group</i>	56
History	56
Businesses	56
T. Rowe Price Savings Bank	56
Organization & Ownership	57
<i>Vanguard Group</i>	57
History	57
Businesses	58
Individual Investors Group	58
Organization & Ownership	58
<i>Profiles of Cash Investments & Bank Savings Products Service Providers</i>	59
<i>Bankrate.Com</i>	59
History	59
Businesses	59
Online Publishing	59
Organization & Ownership	59
<i>Bloomberg</i>	60
History	60

Businesses	60
News Services.....	60
Organization & Ownership.....	60
<i>Investment Company Institute (ICI)</i>	60
History	61
Services.....	61
Organization & Ownership.....	63
<i>Morningstar</i>	63
History	63
Businesses	63
Individual Investors.....	63
Organization & Ownership.....	64
<i>Thomson Reuters</i>	64
History	64
Businesses	65
Lipper	65
Organization & Ownership.....	65
<i>United States Government</i>	65
History	65
Branches	65
Department of Treasury.....	65
Organization & Ownership.....	66

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