



**TIBURON STRATEGIC ADVISORS**

Strategy Consultants to Financial Institutions

*Financial Advisor Series*

Financial Advisor Benchmarking:  
Learning Best Practices through Benchmarking

---

(Table of Contents)



*October 17, 2013*

**TABLE OF CONTENTS**

**Evolution of Financial Advisor Benchmarking**

Market History .....  
Market Definition.....  
Market Growth.....  
Leading Financial Advisors.....

**Building a Great Business through Benchmarking**

Broker Benchmarking .....  
    Sales & Marketing Strategies .....  
    Staffing & Compensation.....  
    Partner Productivity.....  
    Employee Productivity.....  
    Defining Culture .....  
    Technology Developments.....  
    Business Plans & Industry Networking.....  
    Financial & Other Business Metrics.....  
    Overall Profitability .....  
    Client Profitability .....  
    Economic Profitability Measures .....  
    Succession Planning.....  
Bank Broker Benchmarking .....  
    Sales & Marketing Strategies .....  
    Staffing & Compensation Issues .....  
    Partner Productivity.....  
    Employee Productivity.....  
    Defining Culture .....  
    Technology Developments.....  
    Business Plans & Industry Networking.....  
    Financial & Other Business Metrics.....  
    Overall Profitability .....  
    Client Profitability .....  
    Economic Profitability Measures .....  
    Succession Planning.....  
Private Banker Benchmarking .....  
    Sales & Marketing Strategies .....  
    Staffing & Compensation.....  
    Partner Productivity.....  
    Employee Productivity.....  
    Defining Culture .....  
    Technology Developments.....  
    Business Plans & Industry Networking.....  
    Financial & Other Business Metrics.....  
    Client Profitability .....  
    Economic Profitability Measures .....  
    Succession Planning.....  
    Key Issues .....  
Independent Rep Benchmarking .....  
    Sales & Marketing Strategies .....  
    Staffing & Compensation.....

Partner Productivity .....	
Employee Productivity .....	
Defining Culture .....	
Technology Developments .....	
Business Plans & Industry Networking .....	
Financial & Other Business Metrics .....	
Overall Profitability .....	
Client Profitability .....	
Economic Profitability Measures .....	
Succession Planning .....	
Fee-Based Financial Advisor Benchmarking .....	
Sales & Marketing Strategies .....	
Staffing & Compensation .....	
Partner Productivity .....	
Employee Productivity .....	
Defining Culture .....	
Technology Developments .....	
Business Plans & Industry Networking .....	
Financial & Other Business Metrics .....	
Overall Profitability .....	
Client Profitability .....	
Economic Profitability Measures .....	
Succession Planning .....	
Life Insurance Agent Benchmarking .....	
Sales & Marketing Strategies .....	
Staffing & Compensation .....	
Partner Productivity .....	
Employee Productivity .....	
Defining Culture .....	
Technology Developments .....	
Business Plans & Industry Networking .....	
Financial & Other Business Metrics .....	
Overall Profitability .....	
Client Profitability .....	
Economic Profitability Measures .....	
Succession Planning .....	
Third-Party Administrator Benchmarking .....	
Sales & Marketing Strategies .....	
Staffing & Compensation .....	
Partner Productivity .....	
Employee Productivity .....	
Defining Culture .....	
Technology Developments .....	
Business Plans & Industry Networking .....	
Financial & Other Business Metrics .....	
Overall Profitability .....	
Client Profitability .....	
Economic Profitability Measures .....	
Succession Planning .....	
Property & Casualty Insurance Agent Benchmarking .....	
Sales & Marketing Strategies .....	

	Staffing & Compensation.....
	Partner Productivity .....
	Employee Productivity.....
	Defining Culture .....
	Technology Developments .....
	Business Plans & Industry Networking .....
	Financial & Other Business Metrics.....
	Overall Profitability .....
	Client Profitability .....
	Economic Profitability Measures .....
	Succession Planning.....
Real Estate Agent Benchmarking .....	
	Sales & Marketing Strategies .....
	Staffing & Compensation.....
	Partner Productivity .....
	Employee Productivity.....
	Defining Culture .....
	Technology Developments .....
	Business Plans & Industry Networking .....
	Financial & Other Metrics .....
	Overall Profitability .....
	Client Profitability .....
	Economic Profitability Measures .....
	Succession Planning.....
Mortgage Broker Benchmarking .....	
	Sales & Marketing Strategies .....
	Staffing & Compensation.....
	Partner Productivity.....
	Employee Productivity.....
	Defining Culture .....
	Technology Developments .....
	Business Plans & Industry Networking .....
	Financial & Other Business Metrics.....
	Overall Profitability .....
	Client Profitability .....
	Economic Profitability Measures .....
	Succession Planning.....
Tax Professional Benchmarking .....	
	Sales & Marketing Strategies .....
	Staffing & Compensation.....
	Partner Productivity .....
	Employee Productivity.....
	Defining Culture .....
	Technology Developments .....
	Business Plans & Industry Networks .....
	Financial & Other Business Metrics.....
	Overall Profitability .....
	Client Profitability .....
	Economic Profitability Measures .....
	Succession Planning.....
Trust & Estate Attorney Benchmarking .....	

Sales & Marketing Strategies .....	
Staffing & Compensation.....	
Partner Productivity .....	
Employee Productivity.....	
Defining Culture .....	
Technology Developments.....	
Business Plans & Industry Networking .....	
Financial & Other Business Metrics.....	
Overall Profitability .....	
Client Profitability .....	
Economic Profitability Measures .....	
Succession Planning.....	
Family Office Benchmarking .....	
Sales & Marketing Strategies .....	
Staffing & Compensation.....	
Partner Productivity .....	
Employee Productivity.....	
Defining Culture .....	
Technology Developments.....	
Business Plans & Industry Networking .....	
Financial & Other Business Metrics.....	
Overall Profitability .....	
Client Profitability .....	
Economic Profitability Measures .....	
Succession Planning.....	

**Financial Advisor Benchmarking Conclusions**

Brokers Most Productive.....	
Fee-Based Financial Advisors Growing the Fastest.....	
Fee-Based Financial Advisors & Independent Reps Best Positioned for Success ...	
Five Best Practices Define Leading Financial Advisor Firms.....	
Determine Clear Target Market.....	
Product & Service Offers to Support Chosen Target Markets.....	
Develop Appropriate Marketing Methodologies .....	
Build Necessary People & Support Infrastructure.....	
Define Business Goals & Develop Written Business Plans .....	