

## TD Ameritrade Institutional Benchmarking Services

### The Importance of Knowing Where You Stand

Intuition is just as likely to be wrong as it is to be right—therefore, relying on it alone may not be the best approach to leverage when determining the future direction of your business. There are a number of factors you can weigh as you look to define your firm's strategy and business goals. One of the most important is benchmarking data, both your firm's historical performance and industry data, which can provide context as to your current level of performance and what you should be striving for in the future.

*The Annual FA Insight Study of Advisory Firms* is one of the industry's leading advisor benchmarking studies designed to help you gain insights into trends, challenges and opportunities impacting advisory firms today. The series strives to translate research findings into actionable insight and is currently composed of two alternating study themes, *Growth by Design* and *People and Pay*.

### Growth by Design

A big difference exists between simply growing and growing with intent. Mastering sustainable growth requires growth by design, where purposeful growth takes precedence over growth at any cost. *Growth by Design* aims to guide firm owners, whether it is in terms of how to achieve growth, how to manage it or how to sustain it. Topics covered include:

- Growth trends
- Client experience
- Operational efficiency
- Technology
- Pricing
- Business development

### People and Pay

Firms often overlook the specific activities that must take place in order to achieve a firm's overarching business goals. A prime example is people practices, where putting the right people in place and incenting them to work in alignment with the overall vision of the firm are vital stepping stones for implementing any firm's growth strategy. *People and Pay* offers insight into the best practices related to organizing, motivating, developing and retaining people. Topics covered include:

- Compensation
- Productivity
- Organizational design
- Scarcity of talent
- Succession planning
- Employee engagement

### How Does Your Firm Stack Up?

Standout firms\* continually outperform their peers on two key performance indicators—revenue growth and income generation.

The FA Insight Studies distinguish Standout performers at every stage, providing more customized insight as to where firms should focus to successfully build and sustain value.

#### Standout Firms Outperform Peers



\*Top 25% distinguished in each development stage. Blended ranking, based on latest year operating profit and revenue growth over previous two years.

Source: *The 2018 FA Insight Study of Advisory Firms: Growth by Design*.

## FA Insight Benchmarking Resources

Benchmarking your firm's performance in comparison to industry norms can provide you with insights into strengths you may wish to build upon and areas of vulnerability you may need to place a stronger focus on. In addition, we offer the following tools to help you understand what these trends and benchmarking comparisons mean to your firm in order to help you develop an action plan to capitalize on this information:

### On-Demand Resources

#### Annual Studies

The annual study report is something every advisor should have within hand's reach. This comprehensive report contains a robust analysis of industry trends by peer group, what's happening with standout firms, average income statement tables, common-sized income statement tables, performance indicator tables and compensation information for over 30 roles.

#### White Papers

Topical research studies on hot topics are conducted and presented in the form of white papers and other forms of thought leadership. Prior topics include:

- Succession planning
- Mergers and acquisitions
- Pricing

#### Assessments

The **FA Insight Benchmarking Assessments** were developed as an extension of the annual benchmarking studies and can be used as a strategic planning tool to:

- Compare your firm to your peers across the industry
- Gain perspective on your business
- Identify opportunities for improvement
- Obtain actionable ideas and resources to help you fill potential gaps

### Interactive, Educational Events

**Attend conference workshops** to work hands-on with our FA Insight team, network with peers and explore what can work best for advisory firms, as well as view webcasts offering a deeper dive into industry trends.

### Personalized Guidance

**Your Strategic Relationship Manager** will work with you to create and implement a customized action plan. You are also invited to access third-party vendors who are part of the **Affinity Services Program** to help you focus on meeting your strategic goals.

### Connect with an experienced consultant today.

**CALL** 800-934-6124

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