

Regional and Community Bank 'Wealth Management Relationship Manager'

This study will yield market intelligence around the primary point-of-contact relationship manager (RM) role/s associated with serving high net worth (HNW) individual clients; including components related to incentive plans, productivity, and client-team operating models.

Background

Regional and community banks have long been looking for avenues to create more diversified revenue streams, in particular those that limit use of capital. While community banks may offer limited wealth management (WM) services, many are in the process of increasing scale in order to achieve these goals.

However, the economics of the wealth management sector have never been more challenging. Many firms saw declines in per head revenues and profitability in 2020 and all firms are focused on balancing growth with profitability. As cost management initiatives and operating expense scrutiny intensifies to ensure profitability improves, regional and community banks are looking for talent to drive growth and thus are seeking competitive intelligence on incentive plans, productivity levels and operating model practices, to help assess their competitive positioning versus the industry.

The McLagan Wealth Management team is well positioned to deliver competitive market intelligence in these areas and aims to achieve broad participation across the industry to yield valuable & insightful market intelligence for participating firms.

Study Objectives

This study is intended to focus on three key Wealth Management areas and will provide insight into what peers are doing to be more competitive:

Incentive plan market practices for the primary RM role/s associated with serving HNW individuals

- Type of plan - unique aspects of performance management and drivers of pay
- Plan funding
- Performance measures, weightings and target expectations
- Thresholds
- Frequency of payouts, caps, etc.
- Short versus long term eligibility

We're here to empower results

Contact our team today to learn more about McLagan's market practice studies

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2021 Key Dates

Q1

Submission Due

Late Q2

Results Available

Fee is \$4,000

Primary HNW relationship manager productivity

- Loan production
- AUM
- Deposit growth
- Investment Management & Trust (IM&T)
- Other

Firm operating model characteristics

- Scope of business (total WM revenue and scale)
- WM total headcount
- Client segmentations
- Average client assets
- Primary solutions delivered
- Client-team model to deliver

Study Details

- **Peer group:** Focused on Regional and Community Banks with a Wealth Management line of business
- **Timing:** Data collection through late Q1 2021. Results publication targeted late Q2 2021
- **Pricing:** \$4,000 per firm
- **Confidentiality:** Consistent with all of our work, McLagan is committed to protecting the confidentiality of our clients' data. Given this commitment, the study's results will be presented in anonymous tabular format in a way that preserves the confidentiality of all participants' information

About McLagan

The McLagan Data & Analytics platform, a product of Aon's rewards practice, delivers compensation insights to the world's leading financial services companies, including asset management, banking, financial technology, insurance, professional services, and wealth management firms. To learn more, visit mclagan.aon.com.