



**STRATEGIC INSIGHT**

**The Strategic Insight 2010 Fund Sales Survey:  
Perspectives on Intermediary Sales  
by Distribution Channel and by Share Class**

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## INTRODUCTION AND BACKGROUND

In the first quarter of 2011, Strategic Insight approached fund firms that sell primarily through financial intermediaries and asked for 2010 sales data (along with 2009 data from those firms who had not participated in last year's survey), broken out by share class pricing structure and distribution channel. This data was analyzed alongside our previous years' survey results (encompassing annual sales data from 2006 through 2009). Note that due to additional firms participating in this year's survey and reporting 2009 sales data which was not captured in last year's analysis, as well as some firms who did participate in last year's survey providing restated 2009 figures, some of the 2009 statistics reported in last year's Fund Sales Survey may be slightly different in this year's report (though not in any substantive way).

The unique data and analysis within this annual study provides valuable clarity and benchmarking of share class pricing and distribution channel trends within the intermediary-sold marketplace. As the competitive landscape of selling through financial advisors continues to evolve and share class pricing dynamics continue to come under increased focus, we feel that this report should again be valuable to the fund industry as a whole.

The 2010 sales results in this study represent data submitted by 40 fund firms on their open-end stock and bond mutual fund sales – making this year's survey participation the largest since we began collecting such data in 2007. We are thankful to the firms that participated in this survey and confidentially shared their data with SI, enabling us to assemble a representative snapshot of important industry distribution trends – some documented uniquely within this annual survey. SI welcomes any suggestions you may have so we can improve this analysis in future years.

The 40 firms that participated in our survey included most of the large companies distributing primarily through financial advisors, as well as many smaller intermediary-distributing firms. **Survey participants managed in aggregate \$4.4 trillion in long-term fund assets as of the end of 2010, or roughly 56% of total industry-wide U.S. open-end stock and bond fund assets. Participants reported in aggregate approximately \$800 billion in open-end stock and bond fund sales during 2010.**

This report consists of an executive summary, chapters on distribution channel trends and share class use, and an appendix that includes a copy of the survey questionnaire.

If you are interested in further analysis (e.g., how your firm compares to the peer group of fund managers, etc.) or have additional questions, please contact Dennis Bowden ([dbowden@sionline.com](mailto:dbowden@sionline.com)).

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