Providing the Research You Need to Make Smart Business Decisions

For more than 30 years, Strategic Insight has been at the forefront of thorough, unbiased mutual fund industry research and business intelligence, providing clients with the research, data, and analytical support they need to identify product and distribution opportunities and make smart business decisions. **SI Research** delivers a combination of published research, online webcasts, in-person presentations, and on-demand consulting to empower clients to track developments and seize opportunities in the ever-changing global fund business. SI Research covers the US, Canada, Australia, and EMEA countries.
2019 In-Depth Research Agenda

HOUSEHOLD WEALTH

Asset Management Industry Market Sizing Report

This report frames the entire investment products so that asset managers may identify opportunities and benchmark expectations and progress. The household balance sheet of the U.S. consumer serves as the foundation for analyzing growth trends and projections for products and channels. The report sets out flows and asset projections at 5-year intervals. Investments covered in 2019 will include mutual funds (active and passive), ETFs, SMAs, subadvisory mandates, and variable annuities.

Perceptive organizations employ household balance sheet and market sizing research as an essential planning tool to establish priorities and monitor performance. The analysis relies on data from across the SI organization as well as surveys and third-party and public information. A critical client deliverable for the research is the live presentation (web or onsite) of the findings.

DECEMBER

$20,000

RETAIL DISTRIBUTION

Fund Sales Benchmarking Report

This annual report provides valuable clarity and benchmarking of share class pricing and distribution channel trends within the adviser-sold space, along with 10+ years of historical trending data. It is based on a proprietary SI survey of mutual fund managers, who last year reported over $1 trillion of gross fund sales.

This analysis sheds insight on pertinent developments such as zero/zero share class adoption and pricing demands within fee-based platforms, as well as current and future impact of regulation and other market forces to share class use. It also provides benchmarking of sales growth across key adviser-sold distribution channels, including breakouts of fee-based platform and the defined contribution investment-only sales.

OCTOBER

$7,500**

Analysis of External Fund Distribution Costs

This annual report provides unique data around payment streams between fund managers and distributors (sub-TA, revenue sharing, etc.) to assist in benchmarking of such fees, as well as analysis of distribution profitability metrics to help drive efficient distribution strategy. The report includes unique data collected from a proprietary SI survey of mutual fund managers, with results segmented across each of the Wirehouse, Independent/Regional BD and Fund Supermarket channels.

For funds’ Boards of Directors, this study can also serve as an important part of the intermediary oversight process by providing valuable framework and benchmarking of current industry payment realities.

NOVEMBER

$15,000**

**Discount for survey participants
COLLEGE SAVINGS

529 College Savings—529 Industry Analysis

This annual report is the only dedicated 529 source in the marketplace that explains how to get more families to save with your 529 plan from the perspective of product, marketing and distribution. The survey utilizes a choice model method that maps the target market into three categories: 529 users, non-529 college savers and nonsavers. This approach provides firms with strategies on how to convert non-college savers to college savers, college savers to 529 users and 529 users to 529 power users.

The foundation of the report is a survey of over 1,000 U.S. households with children under the age of 18.

**JUNE**

$9,500

529 College Savings—529 Distribution Analysis

This annual report provides actionable guidance on how to sell more 529 plans through advisers based on the only proprietary and dedicated survey of advisers in the marketplace on college financial planning. Whether your organization is a 529 product provider or distributor in the adviser, employer or direct-sold channels, aligning your legislative, product, marketing and distribution decisions with the demands of advisers will help your firm to make the strategic decisions needed to grow.

**DECEMBER**

$9,500

**Discount for survey participants**
## 2019 In-Depth Research Calendar

<table>
<thead>
<tr>
<th>PRACTICE AREA</th>
<th>REPORT NAME</th>
<th>DATE</th>
<th>ANNUAL PRICE (USD)</th>
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<td>Retail Distribution</td>
<td>Fund Sales Benchmarking Report</td>
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**Discount for survey participants**