MEMBERSHIP SERVICES

2021

WISE

WISE 2021 Service Agenda

Business and Industry Performance Metrics

2021 will be the **eighth** iteration of our annual performance assessment, and we will continue to support you planning and decision-making. We will supplement this research with the second iteration of our bank brokerage benchmarks, as well as the quarterly (current year) industry updates that we introduced this year.

Retention

We believe firms can positively impact growth outcomes by improving the way they track retention rates and the causes of attrition events. Better data about outflows and their causes enable firms to preemptively manage risks in advance of attrition.

This in-progress research will culminate with an original research study in Q2 that will synthesize best practices for calculating, tracking and preventing attrition.

Pricing and Account-level Data Analyses

Our ultra-HNW pricing supplement and two webinars in Q4 2020 round out our "pricing" year. In 2021 we will build on this foundation with comparative data analyses that seek to identify account-level revenue opportunities in firms' books.

Member Community and Virtual Networking

This year we hosted **six** member events for small groups and "all comers." We will continue to use video to enable large- and small-group discussions of shared interests and resume in-person member meetings when it is safe to do so.

WISE 2020 Year in Review

Business and Industry Performance Metrics

Performance Assessment: Over 90 firms nationwide participated in WISE's seventh annual wealth management performance assessment. We also launched our first bank brokerage benchmarking to complement our existing focus on private bank and trust businesses.

Quarterly Industry Updates: We used public domain data to complement our annual, comprehensive firm-specific performance assessment with current-year, quarterly performance insights.

Links for quarterly summaries: Q1, Q2, Q3, and Q4*

Fees and Pricing

We have synthesized data from more than 1600 bank, trust, and RIA fee schedules to compare firm-specific fees to current market benchmarks to help identify pricing opportunities, evaluate fees for different types of service providers, analyze trends in fee levels, returns on assets, and per-account revenues, and search for evidence of fee pressure.

These data are yours for use in your internal project work and other purposes. Please contact our team with questions or for assistance.

Member Community and Virtual Networking

We hosted several virtual member meetings to discuss topics spanning the pandemic, finance issues, retention, pricing (HNW and UHNW segments). We will continue these events and resume in-person member meetings when it is safe to do so.

Links for member meeting summaries: remote work, return to work (parts 1 and 2), pricing (HNW and UHNW), and retention

**To be released later*

Helping you make **WISE** decisions

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