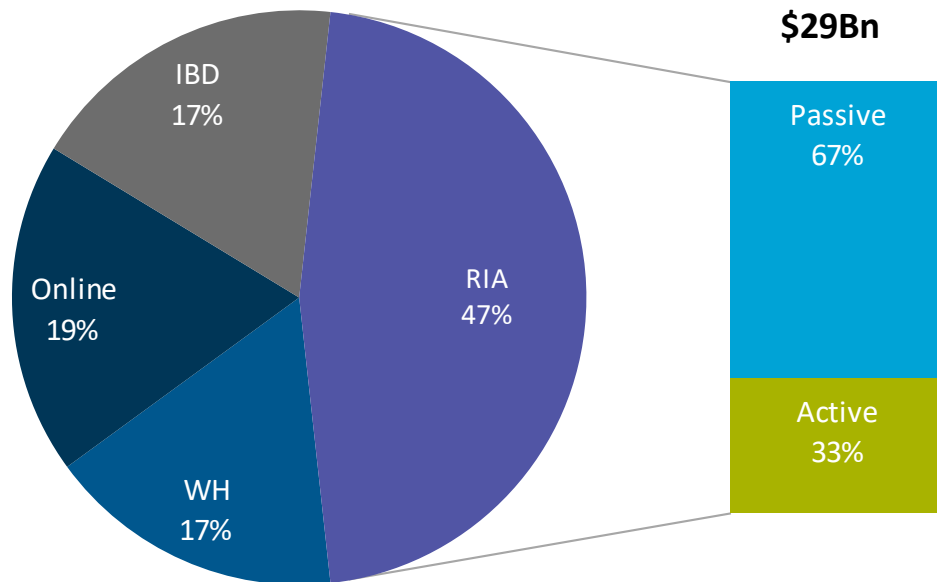


INSIGHT OF THE WEEK

# RIAs strengthen hold on US mutual fund and ETF flows

## Q1 2018 Flows into Mutual Funds and ETFs – by Channel

% of Mutual Funds and ETFs flows



### Broadridge Insights

The RIA channel accounted for 47% of MF and ETF flows in Q1, up from 42% last year

The Registered Investment Advisor (RIA) channel, synonymous with fee-based pricing, posted \$28.7 billion in mutual fund and ETF flows through Q1 2018 as compared to the industry retail total of \$62.6 billion. Although smaller in collective headcount, RIAs during this period generated more than twice the flows (47%) of their larger Wirehouse and IBD counterparts (both at 17%), and more than all other channels including Institutional. The pace of asset gathering picked up steam in 2018 relative to 2017 where RIAs accounted for 42% of all retail flows while again exceeding all retail and institutional channels.

A heavy emphasis on financial planning services and fee-based pricing, of which passive investments are key components, resonates strongly with the RIA channel's growing client base. In response, financial advisors from other channels are migrating to the RIA networks, driven by the prospect of greater freedom, autonomy and payment. The brokerage industry has reacted by introducing managed account solutions. These have grown to \$6 trillion AUM and emulate the RIA channel's operating environment for fee-based pricing, ongoing consultation and low-cost investments such as index funds and ETFs.

### Insights drawn from the Broadridge Market Analytics product

Market Analytics provides unparalleled insight into the U.S. market

- Fund and ETF data for all third party distribution channels
- Advanced visualization and analytics capabilities
- Pre-built dashboards empower sales teams with tools to drive decisions
- Customizable with your own dashboards, visualizations, and analytics
- Ability to integrate CRM activity data for display and analysis

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For more information about our data or insights on this topic

Please contact [Frank.Polefrone@broadridge.com](mailto:Frank.Polefrone@broadridge.com)

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