



Cogent Releases Advisor Assets in Motion Report

Cambridge, Mass., (March 21, 2011) – According to a new report released by Cogent Research, nearly half of all advisors are failing to take advantage of the opportunity to win rollover assets from their clients. At the same time, there is a tier of highly successful rollover advisors, representing about 1/3 of the advisors surveyed, who captured \$5M or more in rollover assets in the previous year.

David Feltman, Managing Director for Syndicated Research stated, “It appears that there is a group of highly focused advisors who not only build the biggest books of business, but also put their mind to winning rollover assets. They are firing on all cylinders.” On average, these high performing advisors have an average of \$128 million in assets under management.

Moreover, the highly successful rollover advisors convert more retirement accounts and the size of those accounts is 2.4 times larger, at \$344K, than the advisors who fall into the second tier in terms of rollover success.

The Cogent Study illustrates that there is a significant opportunity for both asset managers and advisory firms to focus heavily on winning both IRA and ESRP (employer sponsored retirement plans) conversions. While winning these assets will require a concerted effort, retirement assets tend to be a significant portion of many investors’ portfolios. “These assets are available to be won and those who work hardest succeed at winning them,” said Feltman. “Given the propensity of retirees to move their employer-sponsored account at retirement, these funds are a ripe opportunity.”

About Cogent Research

Cogent Research helps clients gain clarity, obtain perspective, and formulate direction on critical business issues. Founded in 1996, Cogent provides custom research, syndicated research products, and evidence-based consulting to leading organizations in the financial services, life sciences, and consumer goods industries. Through quality research, advanced analytics, and deep industry knowledge, Cogent Research delivers data-driven solutions and strategies that enable

clients to better understand customers, define products, and shape market opportunities in order to increase revenues and grow the value of their products and brands.

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