

# 2017 Comprehensive Bank Trust Update

## State Trust Assets Now Included!

*Contents include the following:*

- Size of the overall trust market and sources of income for national banking trust institutions
- Identification of the largest national trust organizations
- Gross income from various lines of business including: Investment Management, Defined Contribution and Defined Benefit, Foundation and Endowments, Custody and Safekeeping and Corporate Trust
- State trust assets as reported by each state
- Number of high net worth households in the U.S. and their usage of trust and trust organizations
- Attitudes of high net worth households regarding major trust institutions
- Customer ratings of top 10 bank trust companies by Talented Advisors, Trustworthiness, Likelihood to Use and other.

Total Personal Trust Assets - 1998-2016 (\$ billions)



### *Why do you need this information?*

#### **For Trust Providers:**

Growth in the trust industry has been stagnant for the past decade. This report will provide factors contributing to this stagnation and how trust providers can overcome these challenges.

#### **For Financial Advisors:**

The use of trust can be an important tool when assisting high net worth clients with their estate planning. This report will identify how trust can be an important tool for wealthy investors.

#### **For Investment Managers:**

Assets held in trust are expected to grow; however, these assets may not be held by corporate trustees. Navigating among various advisors in the future may be a challenge for investment professionals. This report highlights future strategies for providing advice to trustees and working with trust institutions.

## Methodology

The primary source for the national banking analysis originates from FDIC surveys of member trust institutions. All national institutions that have any fiduciary or related assets file this information each December. State chartered institutions are included in the analysis this year based upon the information filed with each state.

As can be expected, each state has different rules and types of information collected and this report attempts to explain those differences. Finally, the research is supplemented by the ongoing monthly research Spectrem Group conducts with more than 6,500 high net worth households annually.

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### Introduction and Methodology

#### Market Opportunity

- Total Wealthy Households -1998 to 2016 (Millions)*
- UHNW and \$25 Million Plus Investors Trust Utilization*
- \$25 Million Plus Investors Trusts*
- Primary Advisor Usage*
- Fiduciary Relationship*

#### Trust Assets -Market Size

- Total Number of Personal Trust Accounts -1998-2016*
- Total Personal Trust Assets -1998-2016 (\$ millions)*
- Number of Managed vs. Non-Managed Personal Trust Accounts*
- Personal Trust Investments -Managed Accounts vs. Non-Managed Accounts by Asset Levels*

#### Personal Trust –Top Providers

- Personal Trust Organizations in Each Segment -Ranked by Assets*
- Top Personal Trust Firms –National Banks*
- Trustworthy and Transparent Firms*
- Innovative Products and Services*
- Talented Advisors and Staff*
- Use in the Future*
- Market Value Personal Trust and Investment Agency Accounts –By Investment Category*
- Bank Share of Common/Collective Funds –By Assets*
- Bank Share of Total Number of Common/Collective Funds –By Number of Funds*
- Market Value Common/Collective Funds –By Assets Category*
- Number of Common/Collective Funds –By Assets Category*
- 2016 IRA/HSAs Non-Managed Account Assets*
- Retirement Accounts –Percentage Owned*
- Retirement Accounts –Mean Value*

#### Bank Trust Income

- 2016 Total Personal Trust Gross Income*
- 2016 Total Bank Trust Gross Income -Defined Contribution and Defined Benefit*