

What impact has the adoption of DFM had on adviser businesses?

A sample of the findings from this year's 'The value of discretionary fund management' report

'The value of discretionary fund management' is one of the most significant research studies on the tangible effect of DFM on advisers, their businesses and clients in years. Commissioned by Rathbones - and conducted by independent research house CoreData in 2018, it compares adopters and non-adopters use of DFM revealing a growing gap between them with regards to client numbers, time management, revenue and even adviser salaries.

The following are just a small sample of the findings from Chapter 1: 'The impact on the adviser model', which is available to download now at Rathbones.com/value-discretionary-fund-management

2x

Firms who adopt DFM are, on average, double the size of non-adopters, with **20%** more clients per adviser.

↑18%

Advisers who use DFM received annual revenues of **£220,716** per head versus **£186,606** for non-adopters.

£206.40

The average hourly client fee for advisers who use DFM, compared to **£196.40** among those who don't.

STRATEGIC REVIEW

Was the top-cited reason for adviser adoption of DFM, followed by organisational change and 'wider events'.

19%

Of adopting advisers had seen an increase in clients of **20%** or more.

£15,000

The average increase in salary for advisers who use DFM compared to those who don't.

MARKETING

When it comes to allocating their time, non-adopters saw marketing as being more important than adopters **21%** versus **12%**.

PERFORMANCE

Was given as the most important factor in choosing a DFM provider, as well as personalisation, cost and more.

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