Kehrer Bielan Top Directors Awards
Recognizing Outstanding Performance of Investment Services in Credit Unions

Evaluation Methodology

Metrics

We wanted a multi-faceted, data-driven balanced assessment of firm performance. From the more than 50 metrics included in our annual dashboards, we selected:

- Revenue penetration of deposits – revenue per million of NCUA share deposits
- Year-over-year growth in revenue – 2020 revenue divided by 2019 revenue
- Advisor revenue productivity -- gross revenue per advisor
- Advisor asset productivity – assets per advisor
- Advisory revenue per advisor
- Life insurance revenue per advisor
- Clients per advisor
- Revenue per client
- Investment assets per client
- Asset productivity – revenue on assets
- Advisor coverage – share deposits per advisor

We had hoped to include asset acquisition and financial planning activity as award metrics, but too few firms were able to provide reliable data.

Rationale

These criteria acknowledge the interplay of revenue, assets, advisors, and clients to the success of the institution's investment services business. The metrics include the extent to which the firm is growing the business while producing sufficient revenue relative to its opportunity. The metrics also include whether the firm is achieving the widely held objectives of producing more advisory and insurance business, reducing the number of clients served by each advisor and the size of branch territories, and increasing revenue per client and ROA.

The Data

We assessed the performance of 133 credit unions. Our sources of data included the annual benchmarking survey data, supplemented by nominations from the outsourcing broker dealers.

Creating the Rankings
How did we rank firms? For each metric we assigned 100 points to the firm with the best performance, 99 for the next best, etc. In the case of clients per advisor and advisor coverage, the firms were ranked lowest to highest. This approach resulted in firms earning points in any one factor only if they were in the top 100, essentially the top quartile of the firms evaluated. We then averaged the scores of the firms across the 11 criteria.

We believe that this methodology provides a transparent, fair, balanced assessment. Going forward we're open to suggestions about what additional metrics should be included, what we should exclude, and weighting, i.e., which of the criteria are more important. Kehrer Bielan is excited to share our data and insights in order to recognize the top performing firms and directors in our industry. As a work in progress, it will benefit from robust discussion about the best metrics to measure our collective success.