

Why Some Advisory Teams Do More Business than Others

5 Attributes of Top-Performing Teams

Janus Henderson Labs™, in collaboration with The Investments & Wealth Institute and Cerulli Associates, explored

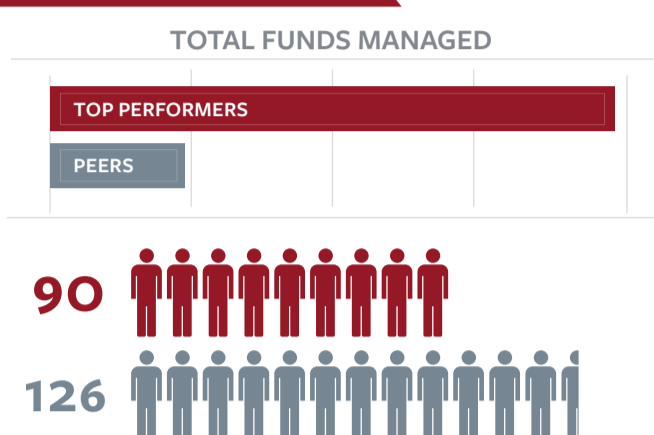
2,800 Advisory Practices

to learn what qualities are shared by the most successful teams, and here is what they revealed:

1 Attract the Right Clients

Top-performing advisory teams manage **4.2 times more funds** compared to their peers.

And they do it with fewer clients, 90 vs. 126 for lower performers, by offering specialized roles and services that attract the right relationships.



2 Nurture Next Generation

OVER 50% OF **ELITE TEAMS** hire “producing” junior advisors to pursue future growth and aid with legacy planning.

ONLY 39% of lower quartile teams do this.

44% Nearly half hire at least one “non-producing” junior advisor to build capacity.

ONLY 28% of lower quartile teams do this.

3 Embrace Technology

Technology integration helps ensure:

- **Consistent and Accurate Execution**
- **Improved Efficiency**
- **Better Overall Client Experience**

Leverage technology to help smooth your most critical processes.

4 Systemize Capacity

Emphasizing productivity through process and specialization can help your team avoid common pitfalls that plague non-elite teams:

- **Lack of Time**
- **High Costs**
- **Excessive Operational Responsibilities**

5 Shared Leadership

Elite teams infuse leadership decisions with a diversity of input and set responsibilities based on strengths and interests. Teams with shared decision-making processes manage more assets.



THE BOTTOM LINE

Elite teams work smarter, not harder.

Ongoing business planning – and developing an annual planning process – can help you consistently realign your team’s strengths and opportunities for continuous improvement. Ready to elevate your team?

Janus Henderson Labs’ Elements of Extraordinary Teamwork (ExT) curriculum is here to help guide the process. Resources include educational content, step-by-step planning tools and one-on-one consulting from practice management specialists.

Our experts are here to help. Contact your Sales Director at 800.668.0434 or visit janushenderson.com/labs.

Teams were ranked based on the following three factors and then segmented into quartiles based on overall performance.

- **Assets Under Management (AUM) per producing advisor:**
The advisor’s ability to attract and retain clients.
- **AUM per Total Head Count:**
The team’s overall efficiency and ability to scale its practice when considering the contributions of both advisors and staff roles collectively.
- **Average Client Size:**
The team’s ability to attract high-net-worth investors with complex needs and higher asset levels.