Cerulli Surveys

Participate and receive free research

Cerulli Associates
www.cerulli.com

2012

Survey Background

Each year, Cerulli releases approximately **50 surveys** on asset management and distribution trends in the financial services industry around the globe.

These surveys range from 5 to 25 questions that vary from **quantitative** (*What are your firm's total assets in mutual fund advisory programs?*) to **qualitative** (*What products do you think will be successful in 2012?*). Many survey initiatives also offer the opportunity to participate in a 30-minute research discussion with the analyst.

Survey Details

Who can participate?

Generally, participants are in a strategy role at their firm. Firm tend to include:

- U.S. and Global Retail Asset Managers
- U.S. and Global Institutional Asset Managers
- Distributors/ Brokers/Dealers
- Insurance Firms
- Investment Consultants
- Third-Party Administrators
- Financial Advisors
- Third-Party Vendors

Benefits of Participating

Participation benefits vary depending on the topic and length of the survey.

- ***Custom Benchmarking***: Within a few weeks after the survey closes, you will receive a report highlighting your firm's responses relative to the survey universe. This analysis is useful for strategic planning and decision-making.
- ***Key Findings***: All research call participants and many survey participants will receive complimentary key findings from the research initiative. These often include approximately 10 exhibits with aggregate survey responses including explanations and key implications. Findings vary from survey to survey.
- ***Complimentary Research***: Participants may receive research relevant to the survey topic immediately upon completion of the survey.
- ***Access to Cerulli Analysts***: All research participants enjoy direct access to Cerulli analysts to discuss the research findings.

How will Cerulli use your data?

All survey responses are aggregated to protect the anonymity of specific firms and respondents. Survey data is used across Cerulli publications.

What topics are covered by Cerulli surveys?

- Retail Asset Management
- Institutional Asset Management
- Insurance and Annuities
- Intermediary
- Managed Accounts
- Retirement
- Retail Investor
- High Net Worth
- Global
- International
  - Asia
  - Europe

How can my firm participate?

There are 3 ways you can participate in Cerulli surveys:

1. Web: You can find an electronic form on our website at: http://clients.cerulli.com/tiny/5zzs.

2. Fax: Indicate the surveys of interest on the form on page 2 and fax to: (617) 437-1268.

3. Contact Us: Contact our Research Relationship Manager for assistance in survey participation:

Mardan Flynn
+1 617-437-0084
mflynn@cerulli.com

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Electronically
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Contact Us
- Learn more about a particular survey
- Coordinate surveys for your firm
- Questions?

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Research Relationship Manager
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CAmarketing@cerulli.com
www.cerulli.com

FAX selection to: +1 617-437-1268

Name

Title

Email

Phone

Firm

☐ I would like to be the primary survey contact for my firm. Please contact me directly when surveys are available.

Survey	Distribution	Target Participants
Asset Management—Institutional Surveys		
☐ Collective Trust Fund	1Q	Asset managers/Trust companies
☐ Institutional Asset Managers	2Q	Asset managers
☐ Institutional Investor	2Q	Institutional investors
☐ Institutional Product Development	2Q	Asset managers
☐ Investment Consultant	2Q	Investment consultants
☐ U.S. Subadvisory Marketplace - Inst'l	3Q	Asset managers
Asset Management—Retail Surveys		
☐ Alternative Investments	1Q	Asset managers
☐ Closed-End Funds	1Q	Asset managers
☐ Retail Asset Managers	2Q	Asset managers
☐ Retail Products and Strategies	2Q	Asset managers
☐ Target-date Funds	2Q	Asset managers
☐ Product Innovation: Securing Shelf Space	3Q	Asset managers
☐ Retail Marketing Organizations	3Q	Asset managers
☐ Retail Sales Organizations	3Q	Asset managers
☐ U.S. Subadvisory Marketplace - Retail (2)	3Q	Asset managers/Sponsors
☐ Exchange-Traded Funds	4Q	ETF providers
☐ Retail Structured Products	4Q	Asset managers
☐ RFP	4Q	Asset managers
☐ Social Media	TBD	Asset managers
Intermediary Surveys		
☐ Bank Trust - for Asset Managers (2)	1Q	Asset managers/Bank trust departments
☐ HNW Asset Manager Survey	2Q	Asset managers
☐ National Sales Managers	2Q	National sales managers/Heads of distribution
☐ High-Net-Worth Provider	3Q	HNW providers
☐ Financial Advisors	Quarterly	Financial advisors
☐ RIA Custodian Survey	Quarterly	RIA custodians
Investor Surveys		
☐ Affluent Investor	3Q	B/D home offices
☐ Retail Direct-to-Consumer	3Q	Retail direct firms
Managed Accounts Surveys		
☐ ETF Advisory Programs	Quarterly	Program sponsors
☐ Managed Account Groups	Quarterly	Program sponsors
☐ Mutual Fund Advisory Programs	Quarterly	Program sponsors
☐ Proprietary Separate Account Asset Managers	Quarterly	Asset managers
☐ Rep-as-Advisor Programs	Quarterly	Program sponsors
☐ Rep-as-Portfolio-Manager Programs	Quarterly	Program sponsors
☐ Separate Account Consultant Programs	Quarterly	Asset managers
☐ Sponsor Separate Account Consultant Programs	Quarterly	Program sponsors
☐ Third-Party Managed Account Providers	Quarterly	Third-party providers
☐ Unified Managed Accounts	Quarterly	Program sponsors
Retirement Surveys		
☐ 403(b)	1Q	DC providers
☐ Retirement Third-Party Administrators	1Q	TPAs
☐ Variable Annuity Issuers	1Q	Insurance companies
☐ Variable Annuity Subadvisory	1Q	Asset managers
☐ DCIO	2Q	Retail and Institutional asset managers
☐ Retirement Plan Distribution Dynamics	2Q	DC providers
☐ State of Large and Mega Retirement Plans	2Q	DC providers
☐ Retirement Income	3Q	Insurance/IRA providers
☐ DC Markets	Quarterly	DC providers
☐ Retail IRA	Quarterly	IRA providers
International Surveys		
☐ Global Asset Managers	1Q	Asset managers
☐ Southeast Asian Asset Managers	1Q	Asset managers
☐ Asian Institutional Asset Managers	3Q	Asset managers
☐ Asian Retail Asset Managers	3Q	Asset managers
European Surveys		
☐ European Distribution Dynamics	1Q	B/Ds
☐ European DC	3Q	DC providers