

**Figure 2.** This chart represents how the shares of BEN are divided up as of 2024-04-20.

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## 4.2. Concerns

Franklin Resources Inc. (NYSE: BEN) can be susceptible to immediate stock price swings. With a large portion of the ownership concentrated in insiders, public companies, and other institutional investors (holdings totaling 86.5%) compared to mutual funds, the stock price could react more dramatically if these major investors decide to sell. This concentration of ownership suggests that BEN might be a more stable choice for short-term investment strategies. Still, the vulnerability to large investor sentiment should be considered for long-term investors.

## 5. Market Analysis

### 5.1. Introduction to Market Analysis

This section will examine the Closing Price and Quarterly Revenue of Franklin Resources Inc. (NYSE: BEN) from 2022-04-20 to 2024-04-20. We will discuss the possible impacts of each of them and then compare them.

### 5.2. Closing Price

Below is the Closing Cost of Franklin Resources Inc. (NYSE: BEN) per month from 2022-04-20 to 2024-04-20 [2].



**Figure 3.** This chart represents the Closing Stock Price per Month from 2022-04-20 to 2024-04-20 [2].

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The price appears to be in a flux of plus or minus \$5.00 every quarter, a rate of change near 16.67% of the stock value. If we look at the daily trades, we can see the jumps more clearly occur at a quarterly period.



**Figure 4.** This chart represents the Closing Stock Price per Day from 2022-04-20 to 2024-04-20 [2].

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If we compare the two charts, we can see the monthly average trails in the daily report due to these large jumps in the closing price.



**Figure 5.** This chart represents the Closing Stock Price per Day vs. Closing Stock Price per Month from 2022-04-20 to 2024-04-20 [2].

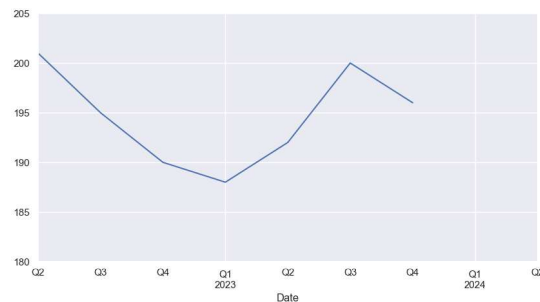
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Thus, we may conclude that a market force acting at the start makes it visible for daily trading over monthly trading.

Let us continue into the Quarterly Revenue reports.

### 5.2.1. Quarterly Revenue

Since Franklin Resources Inc. [NYSE: BEN] has over \$1.6 trillion in assets under management, its earnings report shows a profit of sometimes breaking \$200 billion in the recent quarter. Below is a chart showing the recent Quarterly Revenue from 2022-04-20 to 2024-04-20.



**Figure 6.** This chart represents the report earnings in Billions over the quarters from 2022-04-20 to 2024-04-20 [5].

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It appears that the revenue of Franklin Resources Inc. [NYSE: BEN] does fluctuate plus or minus \$5 billion, coming to a rate of change near 2.5%. That means the stock value has a rate of change nearly 666.8% higher than the rate of change in revenue.