

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.

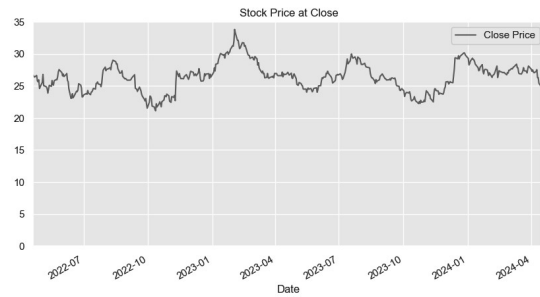


Figure 4. This chart represents the Closing Stock Price per Day from 2022-04-20 to 2024-04-20 [2].

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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.

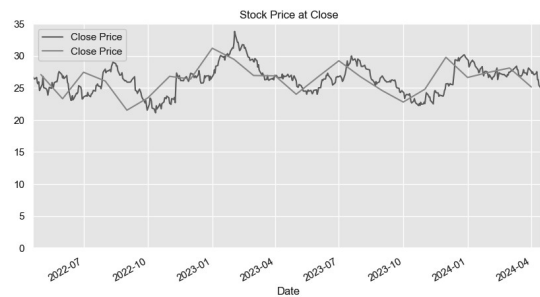


Figure 5. This chart represents the Closing Stock Price per Day vs. Closing Stock Price per Month from 2022-04-20 to 2024-04-20 [2].

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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.

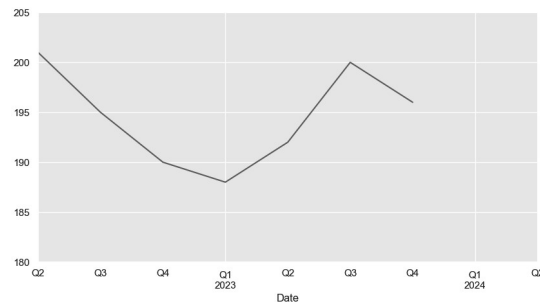


Figure 6. This chart represents the report earnings in Billions over the quarters from 2022-04-20 to 2024-04-20 [5].

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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.