

BRK04: Full-Service Brokerage Competitive Analysis

Executive Summary | January 31, 2026

Competitive Position

\$24656B

LEADER AUM

\$74104B

INDUSTRY AUM

93.9%

AVG RETENTION

2.0%

ORGANIC GROWTH

Service Mix

Leader: Fidelity

Top Service: Wealth Management

Wealth Mgmt Share: 34%

Flow Metrics

Avg Net New Assets: \$7.3B/day | Organic Growth: 2.0%

Author: Mboya Jeffers | *Mboya Jeffers - Data Engineering Portfolio*