

BRK01: Retail Brokerage AUM Analysis

Executive Summary | February 01, 2026

Key Performance Indicators

<div>Fidelity</div> <div>LEADER</div>	<div>\$23986B</div> <div>LEADER AUM</div>	<div>\$75244B</div> <div>TOTAL MARKET AUM</div>
<div>107M</div> <div>ACCOUNTS</div>	<div>5.3M</div> <div>AVG DAILY EQUITY TRADES</div>	<div>34M contracts</div> <div>AVG OPTIONS VOLUME</div>

Stock Performance Summary

Metric	Value	Interpretation
Total Return (10.0Y)	383.3%	Cumulative appreciation
Annualized Return	17.1%	Geometric mean annual
Volatility	33.5%	Annualized std dev
Sharpe Ratio	0.51	Risk-adjusted return
Max Drawdown	-51.1%	Peak-to-trough

Data Coverage

<div>Company: Charles Schwab (SCHW)</div> <div>Analysis Period: 2016-02-03 to 2026-01-30</div> <div>Total Data Points: 19,656</div> <div>Data Sources: Yahoo Finance (stock), synthetic operational metrics</div> <div>Focus: Retail wealth management and AUM trends</div>
