

BRK01: Retail Brokerage Market Analysis

Executive Summary | January 31, 2026

Market Position

\$23986B

LEADER AUM

\$75244B

TOTAL MARKET AUM

107M

CLIENT ACCOUNTS

\$80B

MARGIN BALANCES

Trading Metrics

Market Leader: Fidelity

Daily Equity Trades: 5.3M

Options Volume: 34M contracts

Revenue Insights

Net Interest Income: ~50% of revenue | Asset Management: ~25% | Rate Sensitivity: High