



THE ENSEMBLE
P R A C T I C E

TRUE ENSEMBLE™ DATA INSIGHTS 2024
STUDY OVERVIEW

The True Ensemble Data Insights 2024 study is brought to you by BlackRock® and The Ensemble Practice, together bringing decades of industry-leading research experience. The study uses individual data in aggregate with all other participants to create benchmark averages that will be released later this year.

Important notes before you begin:

- **The survey is open now through Friday, May 31, 2024.**
- **We strongly advise consulting the PDF of the questionnaire (on the survey homepage) for precise figures that will be required.**
- **All data is confidential, and this is an opt-in survey. There are select fields that are required due to the nature of the study.**

Below are Frequently Asked Questions and if you have any questions or require assistance completing the survey, please reach out via email at info@ensemblepractice.com.

Thank you!

FREQUENTLY ASKED QUESTIONS

1. What information should I have prepared for the survey?

The requested information spans from January 1, 2023, to present-day 2024. These categories include:

- AUM (starting/ending, lost/new)
- Revenue (starting/ending, lost/new)
- Client Households (starting/ending, lost/new)
- Compensation (per role title):
 - Salary, Bonus/Incentives, Variable Compensation Total Compensation
 - Number of Incumbents in the role
 - Number of New Hires / Departures / Terminations / Promotions
 - Average Revenue Managed
 - Years of Experience
 - Number of CFPs
 - Shareholders
- Fees (in basis points) per Account Size

2. What if my firm's job titles do not match the roles listed in the survey?

We acknowledge that job titles can differ across firms. Each page outlining a specific role provides definitions of its main responsibilities. Please provide information according to the definition that most closely matches the responsibilities of your firm's role.

For instance, your firm's "Financial Advisor" may correspond to our "Lead Advisor," or "Associate Advisor" depending on their role expectations.

3. Where should I slot employees who wear multiple hats at our firm?

Please select the role title or definition that best represents their primary or highest level of responsibility.

For instance, if the CEO also serves as an advisor, please only provide their compensation details under the CEO role title. Do not duplicate this information on an advisor page.

4. Can I save and complete the survey later, without losing my previous responses?

Yes! Responses are saved and submitted when a respondent clicks the “Next” or “Done” button at the end of each page. You may also modify or include new responses after you've finished the survey, as long as the survey collector hasn't been officially closed (EOD Friday, May 31, 2024).

Note: Responses don't automatically save as each question is answered—they are saved and submitted page by page as respondents progress through the survey.

5. What do you mean by True Ensemble?

We believe that True Ensemble firms are the cornerstone of the advisory industry and should be recognized for their growth, sustainability, and leadership. So, in addition to receiving the final insights report, all participating firms are eligible to be awarded the True Ensemble designation.

Participating firms have the chance to earn the True Ensemble designation in addition to receiving the final insights report. Individual participant data will be assessed for True Ensemble recognition. Recipients will have their firm name listed alongside others for industry recognition.

6. When will the report be released and how will I access the information?

The final report is projected to be released in Fall 2024. You will receive a notification via the email you provide in the questionnaire.