

## Fidelity leads in relationships with >\$100K segments, including 30% of those with >\$500K; Edward Jones leads Full Service firms with 4% overall market share

*When it comes to overall relationships, firms that have large 401k businesses, dominate. The only firm in the top 10 that doesn't have a 401k business (or had one until recently, in the case of Citibank) is TD Ameritrade at #10.*

### Firm-Level Market Share of Relationships by Wealth Segment

Firm	Channel	TOTAL		<\$100K		\$100K-<500K		\$500K+	
		Rank	Market Share	Rank	Market Share	Rank	Market Share	Rank	Market Share
Fidelity	Discount/Recordkeeper	1	16%	2	11%	1	27%	1	30%
Bank of America	Bank	2	15%	1	13%	2	18%	3	19%
Wells Fargo/Wachovia Bank	Bank	3	11%	3	10%	3	14%	5	14%
ING Direct	Discount/Recordkeeper	4	9%	4	8%	5	13%	8	12%
JPMorgan Chase	Bank	5	9%	5	8%	6	12%	7	13%
Vanguard	Discount/Recordkeeper	6	8%	6	5%	4	14%	2	21%
Charles Schwab	Discount/Recordkeeper	7	5%	10	3%	8	7%	4	15%
Citibank	Bank	8	4%	8	4%	16	5%	9	11%
T. Rowe Price	Discount/Recordkeeper	9	4%	7	4%	17	5%	10	9%
TD Ameritrade	Discount/Recordkeeper	10	4%	13	2%	7	8%	13	7%
TIAA-CREF	Discount/Recordkeeper	11	4%	9	3%	15	5%	15	7%
Edward Jones	Full Service	12	4%	11	3%	11	7%	18	5%