

Segmentation summary: tiering of Goodwin Investment Advisory households

A stack-rank revenue segmentation identifies four hypothetical household tiers & their profitability

Households					
	Tier 1	Tier 2	Tier 3	Tier 4	Grand Total
# of HHs	84	83	84	83	334
% of HHs	25%	25%	25%	25%	100%
Avg. Age	60	59	59	54	58

Assets					
AUM	\$190.7M	\$74.4M	\$41.8M	\$24.7M	\$331.6M
% of Assets	58%	22%	13%	7%	100%
Avg. AUM	\$2.3M	\$0.9M	\$0.5M	\$0.3M	\$1.0M

Revenue					
Revenue	\$1.6M	\$0.8M	\$0.5M	\$0.3M	\$3.4M
% of Revenue	49%	25%	16%	10%	100%
Avg. Yield	86	114	130	137	102
Avg. Revenue	\$19.5K	\$10.2K	\$6.5K	\$4.1K	\$10.1K

Profitability					
Profit	\$0.8M	\$0.2M	\$0.0M	(\$0.2M)	\$0.9M
Avg. Profit	\$9.8K	\$2.7K	(\$0.1K)	(\$1.9K)	\$2.6K
Avg. Expenses	\$9.8K	\$7.5K	\$6.6K	\$6.0K	\$7.5K
Margin	50%	26%	-2%	-48%	26%
Unprofitable HHs	0	0	51	83	134

Total Operating Expenses
\$2,499,402

Avg. Cost-to-Serve
\$7,483

Percent Unprofitable
40%



Industry Benchmark

Avg Cost-to-Serve: \$9,996

Percent Unprofitable: 44%

For investment professional use only. Data as of January 08, 2025

Note: Unprofitable clients are identified as such when the operating cost allocation to a household at the firm is greater than the revenue that household provides (both the operating cost, distribution method and revenue is provided to Fidelity by the firm)

