2013 European Intermediary Distributors

January 3, 2014

Executive Summary:

Low interest rates and market volatility continue to frustrate intermediaries, challenging them to provide suitable investment options to end-clients, as well as underpinning investor reluctance to fully re-commit to markets and ultimately defining the other areas of strategic concern.

This Greenwich Market Trends report provides detailed information on intermediary distribution in Europe.

Methodology:

Greenwich Associates conducted phone interviews with gatekeepers and sales/advisory people of intermediary distribution platforms. Gatekeepers and sales/advisory people were asked to provide detailed information on their investment strategies, number of products and fund providers on platforms, and their most important factors influencing their decision to select or launch a fund.

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