

## U.S. Private Banks & Trust Companies 2026

*The Bank Advisor Edition*

### OVERVIEW & METHODOLOGY

*The Private Banks & Trust Companies Report* examines continued developments within the private bank, bank trust, and non-depository trust company segments, including current and projected marketshare, portfolio construction, product trends, services, technology, fees, and business development practices. Asset managers looking to get their solutions approved on a bank's platform need to ensure they are providing relevant strategies that align with the bank's home office and investment committee, as they ultimately have the greatest influence in client portfolios. As banks seek to grow their marketshare, asset managers and other third-party providers will play a key role in helping banks to refine their product suites and enable advisors to maximize productivity. Bank wealth managers have paid particular attention to the issue of advisor retention, compensation, and affiliation models in recent years, which are covered in-depth in Chapter 1 of this report. Cerulli finds that aside from compensation, factors regarding technology, product selection, succession planning, and equity in the book of business play a critical role in talent retention efforts.

### USE THIS REPORT TO

- Analyze how banks can better align with advisors to improve talent retention and satisfaction
- Identify the strategies and resources asset managers use most effectively to build relationships with key decision-makers at private banks and trust departments
- Evaluate product and portfolio construction trends among private bank and trust advisors, including ETFs, separately managed accounts, and model portfolios
- Review banks' wealth management services, minimum asset requirements, advisory fees, and technology offerings

### QUESTIONS ANSWERED

- Which bank channels are best positioned to grow in the coming years?
- How can banks enhance advisor affiliation models, compensation structures, and succession planning policies to optimize advisor retention?
- How can asset managers and other providers help banks better compete for wealthier clients?
- How are asset managers adjusting their distribution approach as banks move toward greater use of model portfolios?
- How are banks' product use and asset allocation strategies changing?

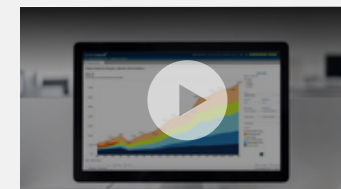
### PRODUCT DETAILS

#### Included with Purchase

- Digital report in PDF format
- Unlimited online firm-wide access
- Exhibits in Excel
- Key findings
- Analyst support
- Interactive Report Dashboards

#### Interactive Report Dashboards

*Interact and explore select report data with Cerulli's visualization tool.*



**Bank Segment Projections:** Assess five-year bank channel asset projections across private banks, superregional banks, regional banks, community banks, and non-depository trust companies with customizable market and organic growth rates.

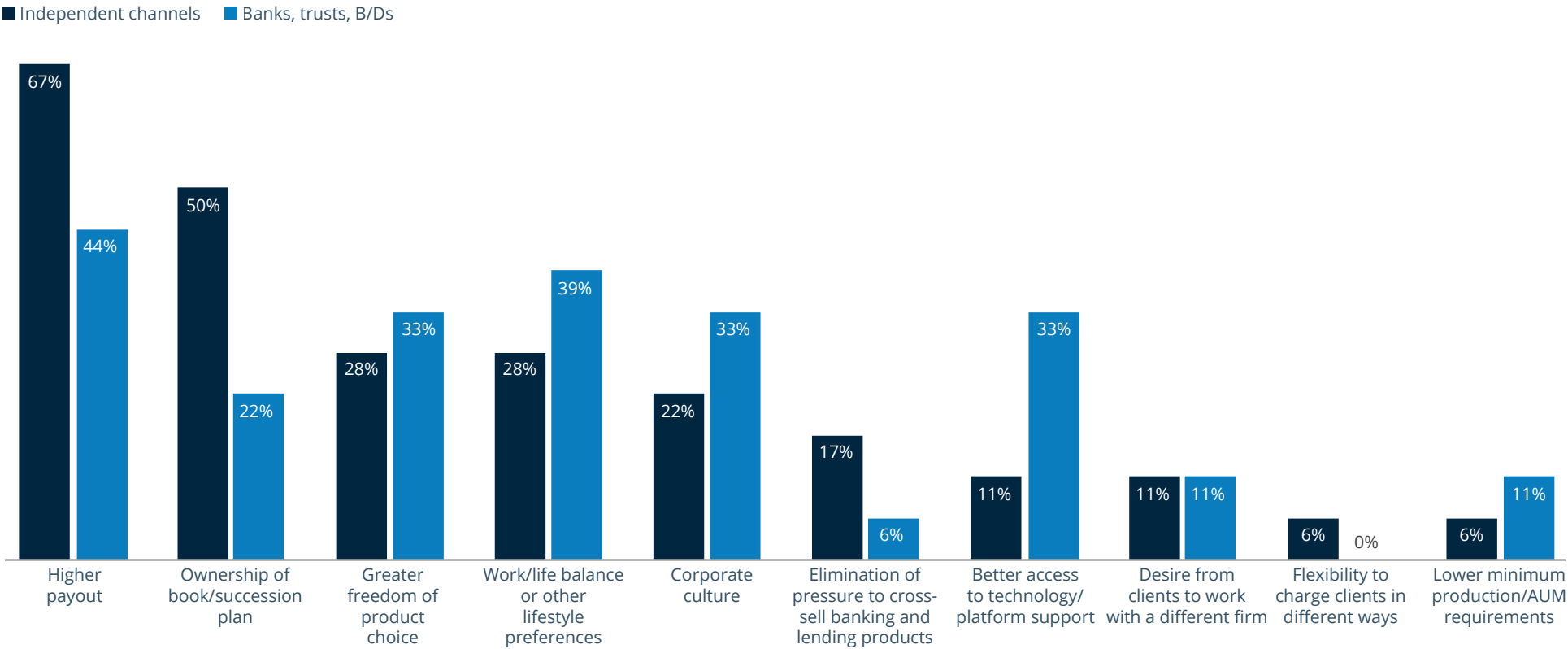
**Distribution Coverage Comparison:** Understand and compare the most successful distribution strategies for 16 of the largest banks in the U.S. by analyzing asset breakdown by business line, total fiduciary and related assets, and key account and wholesaler distribution strategies for focus banks.

**Advisory Services and Fees:** Gain insight into the availability and priority of private bank and trust department services, with data covering the services offered and whether or not they are outsourced, percentage of firms that impose additional fees for those services, and required asset thresholds.

**Private Bank and Trust Advisors: Product Mix:** Compare product use metrics among bank practices with varying core market and assets under management (AUM) sizes.

**FDIC Banks Fiduciary Assets and Leaderboards:** Assess the FDIC-insured bank industry's assets with segmentations by managed and nonmanaged in each asset category (e.g., corporate trust, defined benefit). Compare side-by-side the percentage of managed and nonmanaged assets in each asset category by Cerulli bank channel. Benchmark firm asset growth rates over time from a list of more than 700 banks and holding companies. Understand a bank's gross income, expenses, net losses, intracompany income, and net fiduciary income as it relates to their total fiduciary assets and business lines. View CIT funds by banks' total number of funds, total assets, and asset class breakdown. Explore how this data has changed over time with over a decade of data in each dashboard.

Exhibit 1.06  
Private Bank & Trust Executives: Factors Influencing Advisor Attrition, 2026



Source: Cerulli Associates 2026 Private Wealth Management Executive Survey | Analyst Note: Private bank and trust company executives were asked to select the top reasons for advisors to move to firms in the independent and banking channels. Respondents were allowed to select up to three options.

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