



**MICHAEL WHITE ASSOCIATES**  
BANK INSURANCE CONSULTANTS

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**N E W S R E L E A S E**

**Michael White Reports BankInsurance Income  
Held Steady in First Half 2017**

**FOR IMMEDIATE RELEASE** – Radnor, PA, September 26, 2017 – Bank holding companies (BHCs) generated \$2.89 billion in insurance brokerage fee income in first half 2017, down 0.5% from \$2.90 billion in first half 2016, according to the *Michael White BankInsurance Fee Income Report™*. Wells Fargo & Company continued its decline in insurance brokerage fee income, accounting for a drop of \$140 million, an amount nearly 10 times the banking industry’s total decline of \$14.3 million through June 30, 2017.

Of 612 large top-tier BHCs that report line item noninterest fee income, 389 or 63.6% reported insurance brokerage fee income in first half 2017. Second quarter 2017 bankinsurance commissions were \$1.43 billion, up 2.9% from \$1.39 billion in second quarter 2016, but down 1.6% from \$1.46 billion in first quarter 2017.

Compiled by Michael White Associates (MWA), this report measures and benchmarks the banking industry’s performance in generating insurance brokerage and underwriting fee income. Results are based on data from all 5,787 commercial banks, savings banks and savings associations (thrifts) and 612 large top-tier bank and thrift holding companies (collectively, BHCs) with consolidated assets greater than \$1 billion operating on June 30, 2017.

**TOP 12 BANK HOLDING COMPANIES IN INSURANCE BROKERAGE FEE INCOME  
YEAR-END JUNE 30, 2017 – NATIONALLY**

RANK	INSURANCE BROKERAGE FEE INCOME		PERCENT CHANGE	BANK HOLDING COMPANY	ST	ASSETS	% OF NONINTEREST INCOME
	1H 2017	1H 2016					
(ALL DOLLAR AMOUNTS IN THOUSANDS)							
1	\$939,000	\$881,687	6.50%	BB&T Corporation	NC	\$221,184,000	39.39%
2	\$396,000	\$536,000	-26.12%	Wells Fargo & Company	CA	\$1,930,383,000	2.09%
3	\$281,000	\$200,000	40.50%	Citigroup Inc.	NY	\$1,864,044,000	2.01%
4	\$206,000	\$184,000	11.96%	Bank of America Corporation	NC	\$2,248,966,000	0.93%
5	\$79,000	\$87,000	-9.20%	American Express Company	NY	\$166,082,000	0.60%
6	\$70,647	\$73,361	-3.70%	Regions Financial Corporation	AL	\$124,778,399	6.47%
7	\$64,218	\$62,219	3.21%	BancorpSouth, Inc.	MS	\$14,853,446	47.16%
8	\$46,318	\$41,205	12.41%	Eastern Bank Corporation	MA	\$10,575,531	46.27%
9	\$42,473	\$43,387	-2.11%	Associated Banc-Corp	WI	\$29,666,661	26.28%
10	\$39,672	\$39,022	1.67%	First Command Financial Services	TX	\$1,033,335	30.23%
11	\$36,000	\$33,000	9.09%	Morgan Stanley	NY	\$839,101,000	0.22%
12	\$33,688	\$4,396	666.33%	Keycorp	OH	\$135,066,222	2.76%

Source: *Michael White Bankinsurance Fee Income Report™*

Several BHCs that are historically insurance or commercial companies have been excluded from this report in order to better understand the insurance performance of financial institutions that historically have engaged in

significant banking activities. Bank holding company insurance brokerage fee income consists of commissions and fees earned by a bank holding company or its subsidiary from insurance product sales and referrals of credit, life, health, property, casualty, and title insurance.

In first half 2017, BB&T Corporation (NC), which owns more agencies than any other financial holding company, topped the leader board with insurance brokerage earnings of \$939.0 million, up 6.5% from first half 2016. Wells Fargo & Company (CA), whose insurance brokerage income declined 26.1%, ranked second nationally with \$396.0 million; and Citigroup Inc. (NY), whose insurance income rose 40.5%, ranked third with \$281.0 million in insurance brokerage revenue.

Bank holding companies with over \$10 billion in assets continued to have the highest participation (75.9%) in insurance brokerage activities. These BHCs produced \$2.54 billion in insurance fee income in first half 2017, down 0.2% from the \$2.55 billion they produced in first half 2016. These large bank holding companies accounted for 87.8% of all BHC insurance brokerage fee income earned in first half 2017.

Among BHCs with assets between \$1 billion and \$10 billion, leaders in insurance brokerage income in first half 2017 included First Command Financial Services (TX), Lauritzen Corporation (NE), Johnson Financial Group, Inc. (WI), Tompkins Financial Corporation (NY), and Univest Corporation of Pennsylvania (PA). Participating in insurance brokerage at a rate of 60.8%, BHCs of this size registered a 2.5% decrease in insurance brokerage income to \$347.5 million in first half 2017, up from \$356.4 million in first half 2016.

The smallest community banks, with assets under \$1 billion, were used as “proxies” for the smallest BHCs, which are not required to report insurance brokerage income. Leaders among bank proxies for small BHCs were Benchmark Bank (TX), Soy Capital Bank and Trust Company (IL), Industry State Bank (TX), MountainOne Bank (MA), and Midwest Heritage Bank, FSB (IA). With a 33.7% participation rate in insurance activities, these representatives of small BHCs experienced a 5.4% decrease in insurance brokerage income, falling from \$125.5 million in first half 2016 to \$118.7 million in first half 2017.

Among the top 50 BHCs nationally in insurance brokerage concentration (i.e., insurance brokerage income as a percent of noninterest income), the median Insurance Brokerage Concentration Ratio was 30.2%. Among the top 50 small banks in insurance brokerage concentration that are serving as proxies for small BHCs, the median Insurance Brokerage Concentration Ratio was 61.8% of noninterest income in first half 2017.

Among the top 50 BHC nationally in insurance brokerage productivity (i.e., insurance brokerage income per BHC employee), the median Insurance Brokerage Productivity Ratio was \$19,080 per BHC employee on an annualized basis. Among the top 50 small banks in insurance brokerage productivity, the median Insurance Brokerage Productivity Ratio was \$25,116 per bank employee on an annualized bases in first half 2017.

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Michael White Associates (MWA) is a bank insurance consulting firm headquartered in Radnor, PA, and at [www.BankInsurance.com](http://www.BankInsurance.com). The annual *Michael White Bank Annuity Fee Income Report* and *Michael White BankInsurance Fee Income Report*<sup>™</sup> provide, respectively, comprehensive analyses of bank annuity commission income and bank insurance brokerage income. Additionally, the *MWA Fee Income Ratings Reports*<sup>™</sup> compare, rank and rate a particular financial institution’s insurance or other noninterest fee income program nationally, regionally, statewide and in its asset-peer group. Copies of MWA reports can be ordered by calling (610) 254-0440, or by visiting [www.BankInsurance.com](http://www.BankInsurance.com).

**For additional information contact:**

Michael D. White  
Michael White Associates, LC

Phone: (610) 254-0440  
Email: [MWA@BankInsurance.com](mailto:MWA@BankInsurance.com)