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N E W S R E L E A S E

**Michael White Reports
BankInsurance Income Experiences Uptick in 2015**

FOR IMMEDIATE RELEASE – Radnor, PA, April 19, 2016 – Bank holding companies (BHCs) tallied \$5.46 billion in insurance brokerage fee income in 2015, up 0.3% from \$5.44 billion in 2014, according to the *Michael White Bankinsurance Fee Income Report™*. Of 578 large top-tier BHCs with \$1 billion or more in assets, 380 or 65.7% engaged in insurance brokerage activities in 2015.

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 6,182 commercial banks, savings banks and savings associations (thrifts) and 578 large top-tier bank and thrift holding companies (collectively, BHCs) with consolidated assets greater than \$1 billion operating on December 31, 2015. 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.

**TOP 12 BANK HOLDING COMPANIES IN INSURANCE BROKERAGE FEE INCOME
YEAR-END DECEMBER 31, 2015 – NATIONALLY**

R A N K	INSURANCE BROKERAGE FEE INCOME		PERCENT CHANGE	BANK HOLDING COMPANY	ST	ASSETS	% OF NONINTEREST INCOME
	2015	2014					
(ALL DOLLAR AMOUNTS IN THOUSANDS)							
1	\$1,534,411	\$1,504,913	1.96%	BB&T Corporation	NC	\$209,940,826	38.37%
2	\$1,251,000	\$1,317,000	-5.01%	Wells Fargo & Company	CA	\$1,787,596,000	3.15%
3	\$485,000	\$721,000	-32.73%	Citigroup Inc.	NY	\$1,731,192,000	1.63%
4	\$176,000	\$184,000	-4.35%	American Express Company	NY	\$160,602,000	0.65%
5	\$133,031	\$124,036	7.25%	Regions Financial Corp.	AL	\$126,234,344	6.45%
6	\$124,000	(\$169,000)	N/A	Bank of America Corporation	NC	\$2,140,616,000	0.30%
7	\$117,103	\$115,237	1.62%	BancorpSouth, Inc.	MS	\$13,802,637	43.28%
8	\$75,804	\$64,600	17.34%	Stifel Financial Corp.	MO	\$13,335,915	3.48%
9	\$75,363	\$44,421	69.66%	Associated Banc-Corp	WI	\$27,675,576	23.53%
10	\$73,000	\$76,000	-3.95%	Morgan Stanley	NY	\$785,371,000	0.24%
11	\$69,280	\$65,743	5.38%	Eastern Bank Corporation	MA	\$9,589,013	45.58%
12	\$69,135	\$71,125	-2.80%	First Niagara Financial Group, Inc.	NY	\$39,827,204	21.72%

Source: *Michael White Bankinsurance Fee Income Report™*

“There was a improvement in 2015 from 2014 in the expansion of insurance revenues among most BHCs that generated \$1 million in insurance brokerage in 2015. We examined 153 BHCs in 2014 and 151 BHCs in 2015 that earned a minimum of \$1 million in insurance brokerage revenues. In 2015, the percentage with some

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level of positive growth increased to 64.9%, up from 62.1% in 2014,” said Michael White, President of MWA and author of the report.

White continued: “The number of BHCs that experienced double-digit increases in brokerage income rose to 52 in 2015, up 33.3% from 39 in 2014. The number of bank-owned brokerages with 20% or better growth increased to 33 of the 151 agencies examined in 2015, an increase of 32% from 25 brokerages in 2014. We continue to see strong interest in acquiring insurance brokerages; and in recent weeks have reported on several new bankinsurance acquisitions. Acquisition of producing agencies remains a compelling strategy for generating immediate and meaningful growth in bank fee income.” Also, White pointed out that “sellers of Main Street agencies continue to be attracted to bank holding companies for the natural cross selling it presents, while letting the owner retain operational autonomy.”

In 2015, BB&T Corporation (NC), which owns more agencies than any other financial holding company, topped the leader board with insurance brokerage earnings of \$1.53 billion. Wells Fargo & Company (CA) ranked second nationally with \$1.25 billion; and Citigroup Inc. (NY) ranked third with \$485.0 million in insurance brokerage revenue.

Bank holding companies over \$10 billion in assets continued to have the highest participation (81.4%) in insurance brokerage activities. These BHCs produced \$4.82 billion in insurance fee income in 2015, up 2.5% from the \$4.70 billion they produced in 2014. Of 79 large BHCs reporting insurance brokerage income, 40 experienced declines in their revenues, and 18 experienced declines in excess of \$1 million. Altogether, these large BHCs with million dollar-plus declines in 2015 accounted for an aggregate decline from 2014 of \$372.4 million in brokerage revenues.

Among BHCs with assets between \$1 billion and \$10 billion, leaders in insurance brokerage income in 2015 included Eastern Bank Corporation (MA), Tompkins Financial Corporation (NY), Lauritzen Corporation (NE), Johnson Financial Group, Inc. (WI), and NBT Bancorp, Inc. (NY). Participating in insurance brokerage at a rate of 62.6%, BHCs of this size registered a 13.2% decrease in insurance brokerage income to \$642.7 million in 2015, down from \$740.4 million in 2014.

The smallest community banks with assets less than \$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), First State Bank (IA), Industry State Bank (TX), and Marlin Business Bank (UT). These small banks, representing small BHCs, registered a 7.6% decline in insurance brokerage income, moving down from \$288.2 million in 2014 to \$266.2 million in 2015.

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 27.2%. 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 68.3% of noninterest income in 2015.

Among the top 50 BHC leaders in insurance brokerage productivity (i.e., insurance brokerage income per BHC employee), the median Insurance Brokerage Productivity Ratio was \$15,842 per BHC employee in 2015, down 2.3% from \$16,214 in 2014. Among the top 50 small banks in insurance brokerage productivity, the median Insurance Brokerage Productivity Ratio was \$29,910 per bank employee in 2015, up 1.4% from \$29,483 in 2014.

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Michael White Associates (MWA) is a bankinsurance consulting firm headquartered in Radnor, PA, and at www.BankInsurance.com. The annual *Michael White Bankinsurance Fee Income Report*[™] and *Sorrento Financial - Michael White Bank Wealth Management Report*[™] provide comprehensive analyses of, respectively, bankinsurance brokerage and underwriting income and multi-faceted sources of bank wealth management fee income. Additionally, the *MWA Fee Income Ratings Reports*[™] 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.

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