
Brand Equity Rankings: Defined Contribution Market vs. Retail Market

By Editorial Staff Thu, Nov 23, 2017

Source: Market Strategies International, Cogent Reports, Retirement Plan Advisor Trends, 2017

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Firm	DC Investment Manager Rank	Mutual Fund Provider Rank
John Hancock Financial Services	5th	13th
Principal Funds	6th	23th
Nationwide	8th	28th
Charles Schwab Investment Management	13th	26th
Wells Fargo	15th	24th

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