



FINANCIAL SERVICES



Colorado is a growing global financial center with an innovative ecosystem and unmatched talent pool. As the “Wall Street of the West,” Colorado’s Front Range is one of the few areas outside of the Northeast with a substantial financial services industry in 3 key market segments: banking and finance, investments, and insurance.

WHY FINANCIAL SERVICES IN COLORADO?

Colorado’s competitive environment, strong technology base, and sound transportation infrastructure attract several Forbes Global 2000, Fortune 500, and Inc. 500 Fastest Growing companies. These growing companies and entrepreneurial business environment are propelling forward with significant venture capital and investment activity.

2.8%

A booming workforce means rapidly growing demand for wealth management services. In 2017, Colorado had one of the **lowest unemployment rates in the US at 2.8%**, while experiencing strong growth in nonfarm employment and wage and salary income of 2.2% and 5.7%, respectively.

\$161 B

From 2013 through 2017, over 1,000 M&A and non-control transaction deals were completed in Colorado with a total of over **\$161 billion in capital invested**.

1 OF 6

Denver is home to **one of only six** U.S. Mint locations and the Federal Reserve Bank of Kansas City’s Denver Branch, which connects Colorado, Wyoming, and New Mexico to the central bank.

TOP 10

Denver ranks among the **top 10 U.S. cities** for financial adviser startups (AdviceIQ/Meridian).

1. Chicago
2. Houston
3. Boston
4. Miami
5. **Denver**
6. Jacksonville
7. San Antonio
8. Madison



INDUSTRY FACTS

9.4K

NUMBER OF COMPANIES

89.9K

NUMBER OF EMPLOYEES

\$7.9B

TOTAL ANNUAL WAGES (2016)

1st

DENVER RANKED 1ST IN FORBES’ BEST PLACE TO DO BUSINESS (2016)

PROFESSIONAL ASSOCIATIONS

- ◆ THE COLORADO BANKERS ASSOCIATION
- ◆ THE COLORADO ASSOCIATION OF MORTGAGE PROFESSIONALS
- ◆ THE COLORADO ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS
- ◆ COLORADO INVESTMENT SERVICES COALITION



MAJOR FINANCIAL SERVICES COMPANIES

charles
SCHWAB

Morgan
Stanley

Scottrade



WELLS
FARGO

usbank

BELLCO
Banking for Everyone.



Liberty
Mutual

T.Rowe Price
INVEST WITH CONFIDENCE

State Farm



Merrill Lynch



JANUS CAPITAL
Group

OppenheimerFunds

COLORADO ASSETS



ACCESS TO A LARGE, HIGHLY QUALIFIED WORKFORCE

- Approximately 6.4% of Denver's labor force is employed in business and financial operations occupations, compared with the U.S. average of 4.8%
- Colorado is the 2nd most highly educated states in the U.S. 39.9 percent of the population years 25+ have a Bachelor's degree or higher in CO, while only 31.3 percent of the population years 25+ have a Bachelor's degree or higher in the U.S.



A PRO-BUSINESS ENVIRONMENT AND COMPETITIVE TAX STRUCTURE

- Competitive tax structure: Colorado's low gas and diesel taxes, light energy regulatory burden, and absence of a state death tax are positives for entrepreneurship and small business growth.
- At \$16, Colorado's registration fee for brokers and dealer representatives is one of the lowest in the nation.



A CENTRAL LOCATION AND EASY GLOBAL ACCESS

- Colorado's central location in the U.S. make it an ideal place for doing business with the entire nation.
- 26 nonstop international destinations
- Flight times to financial hubs (in hours):

New York	3.5
San Francisco	2.5
Chicago	2
London	9



SOURCES:
PricewaterhouseCoopers' MoneyTree Report, 2015
US Census

CHOOSE  COLORADO

www.choosecolorado.com