

PUBLIC FINANCE

Our success can be attributed to maintaining our client focus, leveraging our top-ranked municipal underwriting desk, offering flexibility in where and how you serve your clients, and providing marketing, compliance and back-office support.

No. 1 underwriter

based on number of issues annually since 2009²

Top 5 advisor

based on number of issues⁴

PUBLIC FINANCE HIGHLIGHTS

1,000+ Baird has served more than 1,000 public entities over the past five years

100 Public Finance professionals

TOP MUNICIPAL HIGHLIGHTS

No. 1 underwriter for charter schools based on number of issues and par amount (2009–2019)³

No. 1 underwriter for K–12 education based on number of issues⁴

No. 2 underwriter based on par amount for issues \$100 million or less⁴

Top 5 underwriter based on par amount for competitive issues⁴

K-12 EDUCATION,
COLLEGES AND
UNIVERSITIES,
CHARTER SCHOOLS

STATES,
MUNICIPALITIES
AND COUNTIES

SPECIAL DISTRICTS
AND AUTHORITIES

TRANSPORTATION

ECONOMIC
DEVELOPMENT

HEALTHCARE AND
SENIOR LIVING

“Baird valued my expertise and understanding of my business, giving me the reins to build a new sector for the firm with the team I needed and providing all the resources and support to make it happen.”

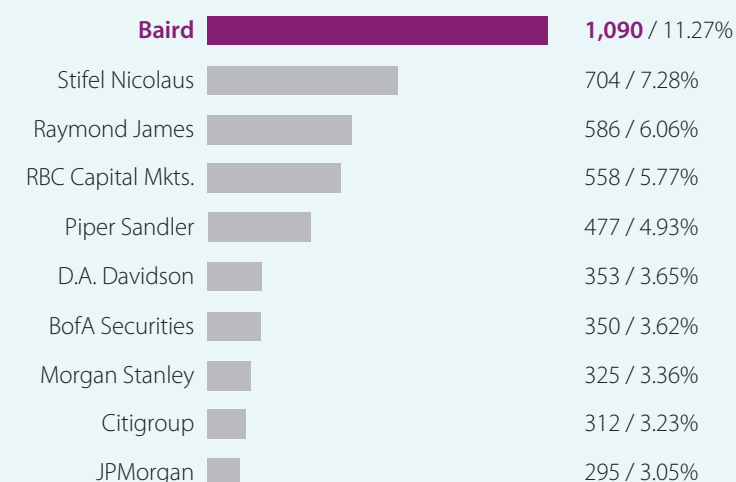
– JAN BARTHOLOMEW
HEAD OF TEXAS SPECIAL DISTRICT PUBLIC FINANCE

MUNICIPAL UNDERWRITING

BAIRD'S MARKET SHARE AND RANKINGS

NATIONAL LEAD MANAGING UNDERWRITER³

Number of issues / Market share



“Leadership, trust and teamwork have been the key components for our municipal underwriting business’ success at Baird. Since I started in 2008, our team has grown, increasing market share while developing young talent to maintain and grow our leadership in the industry.”

– CHARLIE MASSARO
LEAD COMPETITIVE MUNICIPAL UNDERWRITER

BAIRD'S LEADERSHIP AS SENIOR MANAGING UNDERWRITER⁴

Based on Par Amount	2019	2018	2017	2016	2015
Overall	11	12	13	12	12
Competitive Only	5	5	6	5	6
Bank Qualified	1	1	1	1	1
\$100 Million or Less	2	2	6	6	7
\$50 Million or Less	1	2	2	2	4
\$20 Million or Less	1	1	1	2	2
\$10 Million or Less	1	1	1	1	1

No.1

Baird has been ranked the country's No. 1 municipal underwriter for 11 consecutive years.²

50 STATES

During the past 10 years, Baird has served municipal issuers in all 50 states as well as Washington, D.C.⁴