

2014 BROKERAGE REPORT CARD

How advisors rated their firms

	NATIONAL INDEPENDENTS				REGIONAL INDIES		BANK-OWNED INVESTMENT DEALERS						Performance average	Importance average
	Canaccord Genuity Wealth Mgmt.	Edward Jones	Raymond James	Richardson GMP	Leede Financial	Odium Brown	BMO Nesbitt Burns	CIBC Wood Gundy	National Bank Financial	RBC DS	Scotia-McLeod	TD Wealth PIA		
Firm's total compensation	7.8	8.8	8.1	9.3	9.5	8.7	7.1	8.4	7.2	8.3	7.8	7.4	8.2	9.1
Firm's reward/recognition program	7.5	9.3	7.0	N/A	7.9	7.5	7.0	8.0	7.0	8.1	7.2	7.0	7.6	6.9
Technology tools & advisor desktop	8.3	8.8	7.3	9.1	8.8	7.3	7.5	7.6	7.3	8.0	6.1	5.7	7.7	9.0
Support for mobile technology & the mobile advisor	7.7	7.4	7.2	9.4	9.2	8.5	6.7	7.5	7.3	7.9	7.3	5.2	7.6	7.9
Support for using social media	7.3	N/A	7.9	9.7	8.5	7.3	5.4	7.0	6.3	6.3	6.6	4.8	7.0	6.1
Back office & administrative support	7.5	8.6	8.3	9.0	9.5	9.3	6.6	7.4	6.6	8.4	7.4	6.7	7.9	9.1
Firm's consumer advertising	6.0	7.1	6.2	8.6	7.0	7.9	5.9	6.6	5.7	7.8	5.3	7.4	6.8	7.3
Firm's marketing support for advisor's practice	6.2	7.9	6.9	9.3	6.8	7.8	6.7	7.5	7.2	8.1	7.1	6.3	7.3	7.9
Client account statements	7.7	8.0	8.1	8.4	8.6	7.9	8.0	7.4	7.2	7.6	7.0	6.9	7.7	8.5
Online account access for clients	8.0	8.0	8.6	9.3	9.1	8.3	8.5	8.6	7.9	8.7	7.8	8.7	8.5	8.5
Ongoing training	7.9	9.0	7.2	8.6	7.7	7.4	7.7	7.7	7.6	8.3	7.4	7.7	7.8	7.6
Your branch manager	7.6	N/A	8.1	9.4	8.8	8.4	7.6	8.6	7.9	8.6	8.1	7.9	8.3	8.6
Firm's succession program for advisors	7.3	8.6	8.2	9.2	9.7	7.5	6.9	8.3	8.3	8.6	6.9	6.0	8.0	8.8
Products & support for high net-worth clients	7.2	8.1	8.0	9.5	7.4	7.7	8.1	8.0	7.7	9.2	7.7	7.5	8.0	8.8
Support for developing a financial plan for clients	7.4	8.8	8.2	9.6	6.8	8.5	8.3	7.9	7.8	8.8	7.9	7.8	8.1	8.7
Support for developing an investment plan for clients	6.9	9.2	7.8	9.1	8.0	N/A	7.8	7.2	7.5	8.4	7.4	7.3	7.9	8.1
Support for wills and estate planning	6.7	7.5	7.0	9.6	N/A	7.3	7.9	7.8	7.3	9.0	7.6	8.4	7.8	8.4
Support for tax planning	5.1	7.4	7.0	9.1	N/A	8.2	6.9	7.9	6.8	8.3	6.5	6.8	7.3	8.1
Support for insurance planning	7.7	8.9	7.8	9.4	7.7	8.1	7.9	8.3	6.9	9.0	8.2	8.3	8.2	8.1
Support for helping clients accumulate assets for retirement	7.6	8.9	7.3	9.2	8.7	8.2	8.2	8.4	7.5	8.7	7.5	7.8	8.2	8.6
Support for helping clients plan for post-retirement income	7.3	8.9	7.4	9.4	8.8	8.7	8.1	8.3	7.4	8.7	7.3	7.7	8.2	8.7
Support for discretionary portfolio management	8.4	N/A	8.4	9.6	N/A	N/A	8.2	8.7	8.2	9.1	7.5	6.2	8.2	8.3
Support for overall wealth-management process	7.1	8.5	8.2	9.5	N/A	8.2	7.9	8.3	7.7	9.0	7.6	7.8	8.2	8.8
Quality of equities research	7.6	8.7	7.5	8.8	N/A	9.2	8.6	7.6	8.0	8.3	7.5	7.3	8.1	8.4
Quality of firm's product offering	8.0	9.1	8.4	9.5	8.6	9.3	8.6	8.9	8.5	9.3	8.2	8.2	8.7	9.1
Firm's stability	7.7	9.8	9.3	9.6	9.4	9.9	9.1	9.3	9.2	9.8	9.5	9.4	9.3	9.5
Firm's strategic focus	7.5	9.5	8.4	9.6	9.2	8.5	7.2	8.1	7.7	9.1	8.1	8.1	8.4	8.8
Firm's effectiveness in keeping advisors informed	7.1	8.9	8.0	9.4	9.1	8.1	7.5	7.8	7.2	8.5	7.8	8.0	8.1	8.5
Firm's receptiveness to advisor feedback	6.9	8.6	7.5	9.4	9.2	8.1	6.7	7.5	7.1	8.0	7.4	6.8	7.8	8.8
Firm's corporate culture	6.9	9.1	8.5	9.6	9.3	9.4	7.6	7.9	7.4	8.9	8.8	7.8	8.4	8.7
Firm's approach to diversity & inclusion	8.3	9.2	8.7	9.3	9.5	8.8	8.6	9.0	8.5	9.2	9.0	9.1	8.9	8.0
Firm's image with the public	6.3	8.8	7.4	9.3	8.2	9.4	8.3	8.4	7.3	9.2	8.5	9.4	8.4	9.1
Firm's ethics	8.4	9.8	8.9	9.8	9.7	9.9	8.7	8.9	9.0	9.5	8.9	9.2	9.2	9.6
Support for helping to deal with changes in the reg. environment	8.3	9.2	8.2	9.1	9.4	8.6	8.4	7.9	8.1	8.7	7.9	7.9	8.5	8.9
Advisor's relationship with compliance department	8.9	9.3	8.8	9.7	9.5	8.8	8.6	8.7	8.8	9.2	9.0	8.5	9.0	9.1
Freedom to make objective product choices	9.4	8.9	9.7	10.0	9.7	9.8	9.0	9.5	9.3	9.4	9.4	8.8	9.4	9.7
Firm's delivery on promises	7.8	9.3	8.6	9.0	9.1	9.4	8.7	8.6	8.0	9.0	8.1	7.1	8.6	9.3
IE RATING (AVERAGE OF ALL CATEGORIES)	7.5	8.7	7.9	9.3	8.7	8.5	7.8	8.1	7.6	8.6	7.7	7.5	8.2	
Overall rating	7.8	9.2	8.7	9.6	9.2	9.3	8.0	8.5	7.7	9.1	8.4	7.9	8.6	

ALL RATINGS ARE BASED ON A SCALE OF 0 TO 10

NUMBERS IN GREEN INDICATE A RATING HAS INCREASED BY AT LEAST 0.5 OF A POINT FROM LAST YEAR. NUMBERS IN RED INDICATE A RATING HAS DECREASED BY AT LEAST 0.5 OF A POINT FROM LAST YEAR

THE "PERFORMANCE AVERAGE" TALLIES ALL THE RATINGS IN A GIVEN CATEGORY AND AVERAGES THEM TOGETHER. YOU CAN CHECK TO SEE IF A COMPANY IS ABOVE OR BELOW THE AVERAGE

THE "IMPORTANCE AVERAGE" TALLIES ALL THE IMPORTANCE RATINGS IN A GIVEN CATEGORY AND AVERAGES THEM TOGETHER. IT IS INTENDED TO MEASURE HOW IMPORTANT ADVISORS THINK A REPORT CARD CATEGORY IS TO THEIR BUSINESS

THE "IE RATING" IS AN AVERAGE OF ALL OF A COMPANY'S CATEGORY RATINGS, EXCLUDING THE "OVERALL RATING BY ADVISORS." THE "OVERALL RATING BY ADVISORS" IS THE RATING ADVISORS GAVE THEIR FIRM AS A WHOLE

N/A MEANS A CATEGORY DOES NOT APPLY TO A COMPANY

SOURCE: INVESTMENT EXECUTIVE RESEARCH

INVESTMENT EXECUTIVE CHART