

# 2015 BROKERAGE REPORT CARD

## How advisors rated their firms

	NATIONAL INDEPENDENTS					REGIONAL INDIES			BANK-OWNED INVESTMENT DEALERS					TD Wealth PIA	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	Scotiabank McLeod					
Firm's total compensation	7.5	8.2	8.7	8.7	9.6	9.0	7.5	8.1	7.8	8.3	8.0	7.1	8.2	9.1	8.2	9.1
Firm's reward/recognition program	7.8	8.6	7.6	N/A	8.8	7.6	7.2	7.6	7.1	8.2	7.0	6.7	7.7	7.7	7.7	7.0
Technology tools & advisor desktop	8.0	8.5	7.8	8.5	9.1	6.4	7.3	6.8	6.8	8.0	6.5	5.9	7.5	9.0	7.5	9.0
Support for mobile technology & the mobile advisor	8.1	7.2	8.0	9.0	9.2	7.2	6.8	7.8	6.7	7.6	7.5	6.6	7.6	7.9	7.6	7.9
Support for using social media	7.6	N/A	8.5	9.2	7.5	7.3	7.9	4.5	6.5	5.3	6.9	5.5	7.0	6.3	7.0	6.3
Back office & administrative support	6.9	8.4	8.4	8.6	9.1	9.7	6.5	7.1	6.0	8.2	7.3	5.8	7.7	9.1	7.7	9.1
Firm's marketing support for advisor's practice	6.8	6.9	7.5	9.1	7.5	8.1	7.2	7.5	6.9	7.9	7.5	6.1	7.4	8.0	7.4	8.0
Client account statements	7.1	7.9	8.3	7.6	8.7	8.1	7.8	7.7	6.9	8.1	7.3	6.7	7.7	8.5	7.7	8.5
Online account access for clients	7.5	7.8	8.8	8.9	8.6	8.7	8.3	8.4	7.7	8.8	8.0	8.4	8.3	8.4	8.3	8.4
Ongoing training	7.3	8.5	7.9	8.5	8.5	7.8	7.3	7.3	7.5	8.7	7.5	7.0	7.8	7.8	7.8	7.8
Your branch manager	7.4	N/A	8.5	9.2	9.2	8.3	8.1	8.1	7.6	8.1	8.2	7.6	8.2	8.5	8.2	8.5
Firm's succession program for advisors	N/C	8.7	8.3	N/C	8.7	N/C	7.1	8.5	8.2	N/C	N/C	6.6	8.0	8.4	8.0	8.4
Products & support for high net-worth clients	7.3	7.7	8.4	9.3	8.1	8.1	8.4	8.0	7.6	9.4	7.8	7.0	8.1	8.8	8.1	8.8
Support for developing a financial plan for clients	6.7	8.8	8.0	9.3	N/C	8.3	8.2	7.6	7.4	8.8	8.0	7.1	8.0	8.6	8.0	8.6
Support for developing an investment plan for clients	7.2	8.7	7.9	8.5	7.6	N/A	8.1	7.1	7.2	8.6	7.5	7.1	7.8	8.0	7.8	8.0
Support for wills and estate planning	7.3	8.3	7.8	9.4	N/A	7.5	8.3	7.8	7.8	8.9	8.0	8.3	8.1	8.2	8.1	8.2
Support for tax planning	N/C	N/C	8.0	9.1	N/A	8.0	8.0	7.6	6.6	8.2	6.8	6.8	7.7	8.0	7.7	8.0
Support for insurance planning	7.1	8.7	8.5	9.4	N/C	8.2	7.6	8.5	7.0	9.0	8.5	7.9	8.2	8.1	8.2	8.1
Support for constructing a deaccumulation strategy for retired clients	6.1	8.2	7.6	8.5	8.3	7.6	7.3	7.0	6.7	7.7	6.0	7.0	7.3	7.7	7.3	7.7
Support for discretionary portfolio management	N/C	N/A	N/C	9.4	N/A	N/A	7.9	N/C	8.1	N/C	N/C	N/C	8.5	8.7	8.5	8.7
Quality of equities research	7.7	9.0	7.8	8.0	N/A	9.4	8.6	7.3	7.7	8.8	7.9	6.9	8.1	8.4	8.1	8.4
Quality of firm's product offering	8.2	8.7	8.7	9.2	9.2	9.3	8.6	8.7	8.2	9.3	8.5	8.4	8.8	9.1	8.8	9.1
Firm's stability	7.3	9.0	9.4	9.3	9.7	9.9	8.4	9.2	8.6	9.8	9.4	9.2	9.1	9.3	9.1	9.3
Firm's strategic focus	7.5	8.8	8.4	9.2	8.7	8.3	7.7	8.2	7.8	9.2	8.4	8.0	8.4	8.5	8.4	8.5
Firm's effectiveness in keeping advisors informed	7.0	8.3	7.9	9.3	9.4	8.4	7.6	7.9	7.4	8.5	7.9	6.8	8.0	8.5	8.0	8.5
Firm's receptiveness to advisor feedback	7.4	8.1	7.8	9.1	9.3	8.3	7.0	7.1	7.4	8.2	7.9	6.4	7.8	8.7	7.8	8.7
Firm's corporate culture	7.2	8.6	8.7	9.2	9.4	9.2	7.5	7.9	7.8	8.8	8.5	7.1	8.3	8.6	8.3	8.6
Firm's image with the public	6.6	7.8	7.7	7.6	8.7	9.4	8.4	8.2	6.6	9.2	8.5	9.1	8.1	9.0	8.1	9.0
Firm's ethics	8.6	9.5	9.3	9.7	9.6	9.5	9.0	9.0	8.7	9.5	9.2	9.1	9.2	9.5	9.2	9.5
Support for helping to deal with changes in the regulatory environment	8.5	9.1	8.7	9.0	9.2	9.0	7.9	7.7	7.8	8.7	8.4	7.7	8.5	8.8	8.5	8.8
Advisor's relationship with compliance department	8.4	8.9	9.2	9.5	9.5	9.0	8.5	8.1	8.9	8.7	8.9	8.3	8.8	8.9	8.8	8.9
Freedom to make objective product choices	9.4	9.0	9.7	9.9	9.6	9.7	9.4	9.4	8.9	9.5	9.4	8.6	9.4	9.7	9.4	9.7
Firm's delivery on promises	7.6	8.5	8.5	8.8	9.9	9.0	8.0	8.5	7.8	8.9	8.2	6.7	8.4	9.2	8.4	9.2
<b>IE RATING (AVERAGE OF ALL CATEGORIES)</b>	<b>7.5</b>	<b>8.4</b>	<b>8.3</b>	<b>9.0</b>	<b>8.9</b>	<b>8.5</b>	<b>7.9</b>	<b>7.8</b>	<b>7.5</b>	<b>8.5</b>	<b>7.9</b>	<b>7.3</b>	<b>8.1</b>	<b>8.5</b>	<b>8.1</b>	<b>8.5</b>
Overall rating by advisors	7.7	8.7	8.8	9.1	9.3	9.3	7.9	8.2	7.9	9.0	8.3	7.5	8.5	8.5	8.5	8.5

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; N/C MEANS THE CATEGORY IS NOT CALCULABLE, AS NOT ENOUGH ADVISORS RATED IT TO PRODUCE A REASONABLE SAMPLE  
 SOURCE: INVESTMENT EXECUTIVE RESEARCH