

# How advisors rated their banks

	BANKS						Performance average	Importance average
	Bank of Montreal	Bank of Nova Scotia	CIBC	National Bank of Canada	Royal Bank of Canada	Toronto-Dominion Bank		
Number of advisors surveyed per firm	50	50	51	36	50	50		
Firm's total compensation	7.9	↑ 7.7	8.5	7.8	↑ 8.5	↓ 6.9	7.9	9.1
Firm's reward/recognition program	↓ 7.0	7.2	↑ 9.1	8.0	8.0	6.7	7.7	8.1
Technology tools & advisor desktop	↓ 5.4	↓ 6.4	8.1	↑ 6.6	8.6	6.8	7.0	9.3
Support for mobile technology & the mobile advisor	6.6	N/C	↓ 8.5	7.6	↑ 9.1	7.0	7.8	↓ 7.8
Support for using social media	↓ 6.3	6.3	8.7	6.9	↑ 8.8	4.4	↓ 6.9	↓ 6.4
Back office & administrative support	↓ 6.2	↓ 4.7	8.2	6.3	7.8	7.1	6.7	9.2
Firm's consumer advertising	↓ 7.5	↓ 7.9	9.2	↓ 7.3	8.7	↓ 7.3	↓ 8.0	8.4
Firm's marketing support for advisor's practice	↓ 6.4	↓ 6.3	↓ 8.2	7.0	8.8	↓ 6.7	↓ 7.2	8.3
Client account statements	8.0	7.9	8.6	↑ 7.9	8.8	↓ 6.5	8.0	9.2
Online account access for clients	8.4	8.9	9.7	8.8	9.5	8.5	9.0	9.3
Ongoing training	↓ 7.1	↓ 6.8	9.2	8.1	8.9	7.0	7.8	9.1
Your branch manager	↓ 8.1	9.0	9.5	8.7	8.9	8.1	8.7	9.2
Firm's succession/retirement program for advisors	↓ 7.8	↑ 7.8	↑ 9.1	8.4	↑ 8.9	↓ 6.9	8.2	9.4
Products & support for high net-worth clients	8.5	8.6	9.3	8.3	9.3	7.4	8.6	9.3
Support for developing a financial plan for clients	8.4	8.4	↑ 9.4	8.6	9.3	7.8	8.6	9.4
Support for developing an investment plan for clients	↓ 8.0	8.3	9.4	↑ 8.7	9.2	7.7	8.5	9.4
Support for wills and estate planning	↓ 7.4	7.3	8.6	↑ 7.4	8.6	↓ 6.3	7.6	8.9
Support for tax planning	↓ 6.7	5.7	8.4	7.8	8.7	5.7	↓ 7.2	8.8
Bringing new investment products to market	8.5	7.9	8.9	↑ 8.4	9.1	6.9	8.3	8.9
Quality of firm's product offering	8.4	8.4	9.3	8.3	9.2	7.3	8.5	9.5
Firm's stability	↓ 8.3	8.3	9.6	7.9	9.5	8.7	8.7	9.4
Firm's strategic focus	7.8	8.3	9.5	8.2	9.4	7.8	8.5	9.1
Firm's effectiveness in keeping advisors informed	↓ 7.7	7.9	9.3	↑ 8.5	9.2	7.9	8.4	9.3
Firm's receptiveness to advisor feedback	↓ 7.2	7.0	9.0	8.4	8.7	↓ 6.7	7.9	9.3
Firm's corporate culture	8.3	↑ 8.5	9.3	8.6	9.2	↑ 8.0	8.6	9.2
Firm's reputation with clients and/or prospective clients	8.3	8.4	9.2	8.2	9.3	8.4	8.6	9.5
Firm's ethics	9.1	9.3	9.8	8.9	9.8	8.7	9.3	9.7
Support for dealing with changes in the regulatory environment	↓ 7.9	8.6	9.6	8.5	9.6	8.2	8.7	9.5
Advisor's relationship with compliance dept.	↓ 7.7	8.1	9.6	↑ 8.6	9.6	↑ 8.8	8.7	9.2
Freedom to make objective product choices	8.8	9.3	9.6	8.5	9.4	↑ 8.0	8.9	9.6
Firm's delivery on promises	↓ 8.1	8.6	9.1	8.3	9.2	7.5	8.5	9.6
<b>IE Rating (Average of all categories)</b>	<b>↓ 7.7</b>	<b>7.8</b>	<b>9.1</b>	<b>8.1</b>	<b>9.0</b>	<b>7.3</b>	<b>8.2</b>	
Overall rating by advisors	↓ 7.9	8.2	9.4	8.5	9.4	7.9	8.5	

All scores are based on a scale of 0 to 10

Numbers in **GREEN** or in a **GREEN BOX** indicate a score has increased by at least 0.5 of a point from last year. Numbers in **RED** or in a **RED BOX** indicate a score has decreased by at least 0.5 of a point from last year.

The "IE rating" is an average of all of a company's category scores, excluding the "overall rating by advisors"

The "overall rating by advisors" is the rating advisors gave their firm as a whole

The "performance average" tallies all the scores 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 scores 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.

N/C means the category is not calculable because not enough advisors rated it to be a reasonable sample

Source: *Investment Executive* research