

2011 BROKERAGE REPORT CARD

How advisors rated their firms

	BOUTIQUES		REGIONAL INDEPENDENTS		NATIONAL INDEPENDENTS					BANK-OWNED INVESTMENT DEALERS							Performance average	Importance average
	Richardson GMP	Wellington West	Leede Financial	Odlum Brown	Canaccord Financial	Edward Jones	Macquarie Private Wealth	Raymond James	BMO Nesbitt Burns	CIBC Wood Gundy	National Bank Financial	RBC DS	Scotia-McLeod	TD Waterhouse PIA				
Firm's total compensation	9.0	9.1	9.5	8.9	8.1	8.7	9.3	8.5	7.3	7.7	7.8	8.0	7.6	7.6	8.4	9.1		
Technology tools & advisor desktop	9.0	8.4	8.2	7.2	8.2	8.5	8.5	8.1	8.3	7.8	7.3	7.7	5.6	5.6	7.7	8.9		
Support for mobile technology & the mobile advisor	9.6	8.4	8.9	7.6	8.5	7.7	8.6	8.8	N/A	7.2	7.8	7.3	7.1	7.1	8.1	7.7		
Back office & administrative support	8.7	8.9	9.2	9.0	7.5	8.6	8.7	8.6	7.4	7.9	7.7	7.0	7.0	6.4	8.1	9.0		
Firm's consumer website	8.4	8.2	7.5	6.8	7.3	8.0	8.7	8.1	7.3	7.5	7.0	6.7	6.9	6.9	7.6	7.6		
Firm's consumer advertising	N/A	7.4	5.8	7.3	4.5	7.1	8.4	6.6	5.1	7.4	4.8	5.1	7.4	7.4	6.3	7.3		
Firm's marketing support for advisor's practice	9.2	8.7	7.7	7.4	6.6	7.0	9.6	7.9	6.3	6.6	6.6	7.7	6.5	6.5	7.5	8.1		
Client account statements	8.0	7.9	8.2	8.2	6.9	8.7	8.0	8.2	7.5	7.4	7.2	7.5	6.5	6.5	7.6	8.6		
Online account access for clients	9.4	9.1	8.8	8.7	8.5	8.4	8.7	9.0	8.5	8.5	8.0	8.7	8.3	8.6	8.6	8.5		
Ongoing training	9.0	8.4	7.1	7.0	8.3	9.0	8.9	8.0	7.7	7.8	7.5	8.3	7.5	7.6	8.0	7.8		
Your branch manager	9.2	7.8	8.6	7.5	8.0	N/A	8.0	8.5	8.0	8.2	7.7	8.5	7.9	8.0	8.1	8.4		
Products & support for high net-worth clients	9.5	8.9	8.2	7.8	7.3	8.0	8.2	8.0	7.8	8.0	7.6	9.0	7.5	7.1	8.1	8.6		
Support for wills and estate planning	9.4	N/A	N/A	8.1	7.9	7.8	N/C	8.0	7.4	7.8	7.0	8.9	7.7	7.8	8.0	7.9		
Support for tax planning	9.4	N/A	N/A	8.6	7.2	N/C	N/C	6.6	7.2	8.4	7.2	8.9	6.3	6.8	7.7	7.7		
Support for insurance planning	8.9	N/A	8.1	8.4	7.9	8.3	8.1	8.4	7.8	8.2	6.6	8.5	8.2	8.0	8.1	7.8		
Support for helping clients accumulate assets for retirement	9.5	8.9	7.6	8.3	7.1	9.2	7.8	8.1	7.9	8.4	7.8	8.6	7.5	7.7	8.2	8.3		
Support for helping clients plan for post-retirement income	9.4	8.9	7.3	8.5	7.1	9.1	7.8	8.0	7.9	8.4	7.7	8.5	7.3	7.5	8.1	8.3		
Support for discretionary portfolio management	9.8	9.1	N/A	6.6	N/C	N/A	N/C	N/C	N/C	8.2	8.4	N/C	N/C	N/C	8.4	8.9		
Support for developing a financial plan for clients	9.3	7.7	N/C	7.9	6.8	8.8	6.9	7.9	7.9	7.8	7.6	8.7	7.7	8.0	7.9	8.4		
Firm's succession program for advisors	9.0	8.5	N/C	8.2	8.3	7.6	8.7	8.4	7.5	7.9	7.5	8.1	6.9	7.3	8.0	8.2		
IPOs & new issues	9.4	8.8	8.2	N/A	8.7	N/A	8.6	7.6	7.8	8.1	7.2	8.0	7.5	6.8	8.1	7.4		
Quality of equities research	9.0	9.1	N/A	8.0	8.7	8.1	9.5	8.6	8.9	7.8	7.2	8.5	7.3	7.4	8.3	8.5		
Quality of mutual fund research	N/C	7.9	N/A	N/A	4.9	8.3	7.5	8.1	8.4	7.4	6.4	7.9	7.8	7.0	7.4	6.9		
Availability of fixed-income products	8.4	9.0	8.9	7.9	6.9	8.4	9.0	8.1	7.8	8.0	7.3	8.4	7.7	7.2	8.1	8.3		
Pricing of fixed-income products	8.9	9.0	9.0	9.0	6.6	8.7	8.9	8.2	7.6	7.4	6.8	8.3	7.3	6.9	8.0	8.5		
Firm's due diligence process for new products	9.2	9.1	8.7	8.6	8.3	9.2	9.1	8.2	7.7	8.0	7.8	8.6	7.7	7.7	8.4	8.4		
Quality of firm's product offering	9.5	9.3	8.3	8.6	8.6	8.8	9.1	8.7	8.6	8.6	8.4	9.1	8.4	8.0	8.7	9.1		
Firm's stability	9.4	9.5	9.7	9.8	8.8	9.2	9.9	9.0	8.7	8.8	8.7	9.9	8.8	9.2	9.2	9.5		
Firm's strategic focus	9.5	9.2	9.1	8.9	8.0	8.8	9.8	8.5	7.6	8.3	7.6	9.0	8.0	8.0	8.6	8.9		
Firm's corporate culture	9.5	9.5	9.6	9.0	7.9	8.8	9.7	8.4	7.8	8.1	7.8	8.8	8.4	8.0	8.7	8.9		
Firm's diversity & inclusion strategy	8.8	9.6	N/A	N/A	8.5	9.2	9.5	9.0	7.9	8.8	N/A	8.6	8.2	8.7	8.8	7.3		
Firm's image with the public	8.9	8.8	8.4	9.4	6.9	9.0	8.7	7.8	7.5	8.1	7.2	9.1	8.2	8.9	8.4	9.1		
Firm's ethics	9.7	9.6	9.8	9.8	8.8	9.5	9.8	9.1	8.9	9.0	8.8	9.2	8.8	8.9	9.3	9.6		
Advisor's relationship with compliance department	9.8	9.3	9.4	9.3	9.1	9.3	9.4	9.3	8.8	8.8	8.3	9.0	9.2	8.5	9.1	9.1		
Freedom to make objective product choices	10.0	9.8	9.9	9.5	9.7	8.9	9.9	9.7	9.5	9.5	9.0	9.6	9.3	8.7	9.5	9.7		
Firm's delivery on promises	8.8	9.0	9.8	9.3	8.5	8.7	9.5	9.0	8.1	8.1	8.2	8.8	8.0	6.9	8.6	9.3		
IE RATING (AVERAGE OF ALL CATEGORIES)	9.2	8.8	8.5	8.3	7.7	8.5	8.8	8.3	7.8	8.1	7.5	8.5	7.6	7.6	8.2	9.3		
Overall rating by advisors	9.4	9.2	9.5	9.0	8.4	8.8	9.3	8.7	8.1	8.2	8.2	8.8	7.9	7.8	8.7	8.7		

ALL SCORES ARE BASED ON A SCALE OF 0 TO 10. A BOLD NUMBER INDICATES THE COMPANY PLACED FIRST IN THAT CATEGORY IN THE REPORT CARD. COMPANIES CAN BE TIED. NO EXTRA POINTS ARE AWARDED FOR A FIRST-PLACE POSITION. NUMBERS IN GREEN INDICATE A SCORE HAS INCREASED BY AT LEAST 0.5 OF A POINT FROM LAST YEAR; NUMBERS IN RED INDICATE A SCORE HAS DECREASED BY AT LEAST 0.5 OF A POINT FROM LAST YEAR.

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 BUSINESSES.

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.

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 BE A REASONABLE SAMPLE.

SOURCE: INVESTMENT EXECUTIVE RESEARCH

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