

2018 BROKERAGE REPORT CARD

How investment 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 Jones Gable | Odlum Brown | BMO Nesbitt Burns | CIBC Wood Gundy | National Bank Financial | RBC Dominion Securities | Scotia-McLeod | TD Wealth PIA | | |
| Number of advisors surveyed per firm | 40 | 50 | 51 | 51 | 27 | 30 | 50 | 50 | 50 | 50 | 50 | 50 | | |
| Firm's total compensation | 8.2 | 9.2 | 8.4 | 8.0 | 9.1 | 9.0 | 7.1 | 7.6 | 8.0 | 8.7 | 7.1 | 7.6 | 8.2 | 9.1 |
| Firm's reward/recognition program | 7.5 | 9.1 | 7.2 | N/A | 8.7 | 8.4 | 7.0 | 6.8 | 7.0 | 8.6 | 6.7 | 7.0 | 7.6 | 7.4 |
| Firm's support for advisors operating within a fee-based model | 8.2 | 8.6 | 8.7 | 9.0 | 8.6 | 8.6 | 7.7 | 8.3 | 8.5 | 9.4 | 6.8 | 6.7 | 8.3 | 9.0 |
| Technology tools & advisor desktop | 8.2 | 9.2 | 7.8 | 8.4 | 8.8 | 6.9 | 6.9 | 7.1 | 7.5 | 8.8 | 5.1 | 5.4 | 7.5 | 9.1 |
| Support for mobile technology & the mobile advisor | 7.6 | 7.7 | 7.9 | 8.5 | 9.1 | 7.7 | 6.6 | 7.1 | 7.8 | 9.0 | 6.1 | 6.9 | 7.7 | 8.4 |
| Support for using social media | 8.1 | 7.6 | 8.4 | 7.8 | N/C | 6.2 | 7.1 | 5.9 | 7.0 | 7.4 | 6.1 | 4.9 | 7.0 | 7.1 |
| Back office & administrative support | 6.7 | 8.9 | 7.9 | 8.4 | 9.3 | 9.1 | 6.2 | 7.3 | 6.6 | 8.3 | 5.9 | 6.0 | 7.6 | 9.1 |
| Firm's marketing support for advisor's practice | 7.6 | 7.8 | 7.8 | 7.7 | 7.8 | 8.2 | 6.7 | 6.8 | 7.4 | 8.3 | 5.9 | 6.2 | 7.3 | 8.0 |
| Client account statements | 7.4 | 8.9 | 7.8 | 7.3 | 8.1 | 7.9 | 8.1 | 7.4 | 7.3 | 7.8 | 6.0 | 6.5 | 7.5 | 8.4 |
| Online account access for clients | 8.2 | 8.0 | 8.6 | 8.0 | 7.9 | 7.9 | 7.5 | 8.1 | 7.6 | 9.0 | 6.9 | 8.1 | 8.0 | 8.6 |
| Ongoing training | 7.6 | 9.3 | 7.8 | 7.7 | 8.3 | 8.5 | 6.5 | 6.8 | 7.3 | 9.0 | 6.4 | 6.8 | 7.7 | 7.8 |
| Your branch manager | 7.8 | N/A | 8.1 | 8.1 | 9.1 | 8.8 | 7.9 | 7.4 | 8.1 | 9.0 | 7.0 | 8.0 | 8.1 | 8.5 |
| Firm's succession program for advisors | N/C | 9.1 | 8.1 | N/C | N/C | N/C | 6.7 | 7.8 | 8.2 | N/C | 7.1 | N/C | 7.9 | 8.5 |
| Products & support for high net-worth clients | 8.1 | 8.1 | 8.2 | 9.0 | 8.7 | 8.5 | 7.9 | 7.8 | 7.4 | 9.6 | 7.2 | 7.2 | 8.1 | 8.9 |
| Support for developing a financial plan for clients | 8.3 | 9.0 | 7.9 | 9.1 | 7.7 | 8.7 | 7.9 | 8.1 | 7.2 | 9.2 | 7.7 | 7.5 | 8.2 | 8.7 |
| Support for developing an investment plan for clients | 7.1 | 9.1 | 7.2 | 8.3 | 8.0 | N/A | 7.7 | 7.3 | 7.2 | 8.9 | 6.8 | 7.3 | 7.7 | 8.3 |
| Support for wills and estate planning | 7.7 | 7.7 | 7.4 | 9.0 | N/A | 7.8 | 8.3 | 8.3 | 7.2 | 9.4 | 7.0 | 7.7 | 8.0 | 8.4 |
| Support for tax planning | 6.9 | 7.3 | 7.7 | 8.8 | N/A | N/C | 7.8 | 7.4 | 6.9 | N/C | 6.5 | N/C | 7.4 | 8.0 |
| Support for insurance planning | 8.0 | 9.0 | 8.0 | 8.4 | N/C | N/C | 8.1 | 8.6 | 7.4 | 9.3 | 8.0 | 8.1 | 8.3 | 8.3 |
| Support for discretionary portfolio management | 8.4 | N/A | 8.6 | 8.7 | N/C | N/A | 7.9 | 8.5 | 8.4 | 8.9 | 7.3 | N/C | 8.3 | 9.0 |
| Quality of equities research | 8.5 | 8.8 | 7.8 | 7.3 | N/A | 9.1 | 8.4 | 7.3 | 7.9 | 9.1 | 6.8 | 6.9 | 8.0 | 8.3 |
| Quality of firm's product offering | 8.7 | 9.0 | 8.5 | 9.1 | 8.8 | 9.4 | 8.5 | 8.2 | 8.4 | 9.5 | 7.8 | 8.2 | 8.7 | 8.9 |
| Firm's stability | 8.4 | 9.9 | 9.6 | 8.7 | 9.6 | 9.8 | 7.5 | 8.7 | 9.2 | 10.0 | 8.0 | 9.0 | 9.0 | 9.4 |
| Firm's strategic focus | 7.9 | 9.4 | 8.3 | 8.4 | 9.2 | 8.8 | 6.5 | 7.3 | 7.6 | 9.5 | 6.5 | 7.7 | 8.1 | 8.8 |
| Firm's effectiveness in keeping advisors informed | 8.1 | 9.0 | 8.1 | 8.4 | 8.9 | 8.5 | 7.0 | 7.0 | 7.6 | 9.0 | 6.4 | 6.2 | 7.8 | 8.5 |
| Firm's receptiveness to advisor feedback | 7.6 | 8.7 | 8.2 | 8.2 | 9.3 | 8.3 | 6.6 | 6.3 | 7.3 | 8.6 | 5.8 | 5.6 | 7.5 | 8.8 |
| Firm's corporate culture | 8.1 | 9.4 | 8.7 | 8.2 | 9.4 | 9.3 | 6.4 | 7.5 | 7.6 | 9.4 | 6.1 | 7.2 | 8.1 | 8.7 |
| Firm's reputation with clients and/or prospective clients | 7.4 | 9.1 | 8.5 | 8.8 | 8.6 | 9.6 | 8.3 | 8.6 | 7.5 | 9.7 | 7.7 | 8.8 | 8.5 | 9.2 |
| Firm's ethics | 8.4 | 9.9 | 9.3 | 9.2 | 9.7 | 9.9 | 8.6 | 8.6 | 8.8 | 9.8 | 7.8 | 8.9 | 9.1 | 9.5 |
| Support for dealing with changes in the regulatory environment | 9.0 | 9.6 | 8.8 | 8.9 | 9.3 | 9.6 | 7.6 | 8.2 | 8.6 | 9.4 | 7.0 | 7.7 | 8.6 | 8.9 |
| Advisor's relationship with the compliance department | 8.6 | 9.1 | 8.7 | 9.1 | 9.6 | 9.3 | 8.3 | 8.3 | 8.6 | 9.0 | 8.1 | 8.4 | 8.8 | 8.9 |
| Freedom to make objective product choices | 9.5 | 9.2 | 9.5 | 9.6 | 9.8 | 9.7 | 9.2 | 9.1 | 9.3 | 9.6 | 8.7 | 9.0 | 9.4 | 9.6 |
| Firm's delivery on promises | 8.6 | 8.9 | 8.5 | 7.7 | 9.5 | 8.7 | 7.4 | 7.6 | 7.4 | 9.0 | 6.9 | 6.8 | 8.1 | 9.2 |
| IE RATING (AVERAGE OF ALL CATEGORIES) | 8.0 | 8.8 | 8.2 | 8.5 | 8.9 | 8.6 | 7.5 | 7.7 | 7.7 | 9.0 | 6.9 | 7.3 | 8.1 | |
| Overall rating by advisors | 8.4 | 9.3 | 8.8 | 8.6 | 9.1 | 9.3 | 7.3 | 7.8 | 7.7 | 9.4 | 6.6 | 7.5 | 8.3 | |

ALL RATINGS ARE BASED ON A SCALE OF 0 TO 10

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

NUMBERS IN GREEN OR IN A GREEN BOX 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

SOURCE: INVESTMENT EXECUTIVE RESEARCH

INVESTMENT EXECUTIVE CHART