

2019 BROKERAGE REPORT CARD

# How investment advisors rated their firms

	NATIONAL INDEPENDENTS					REGIONAL INDEPENDENTS		BANK-OWNED INVESTMENT DEALERS					Performance average	Importance average	
	Canaccord Genuity Wealth Mgmt.	Edward Jones	Industrial Alliance Securities	Raymond James	Richardson GMP	Leede Jones Gable	Odium 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	50	52	22	31	51	50	51	50	53	51		
Firm's total compensation	8.6	9.2	8.3	8.6	↑ 8.5	9.4	8.8	↑ 7.8	7.4	8.2	9.1	↑ 8.7	7.7	8.5	9.1
Firm's reward/recognition program	↑ 8.4	9.3	5.7	↑ 7.8	N/A	8.5	↓ 7.9	↑ 7.5	6.4	7.3	8.9	↑ 8.1	7.3	7.8	↓ 6.6
Firm's support for advisors operating within a fee-based model	8.5	8.7	7.5	8.6	9.2	8.7	8.4	7.8	↓ 7.8	8.6	9.5	↑ 8.2	↑ 7.3	8.4	8.9
Technology tools & advisor desktop	8.6	9.2	5.8	8.1	8.8	8.7	↑ 7.5	7.3	6.9	7.2	8.7	↑ 6.7	↑ 5.9	7.6	9.1
Support for mobile technology & the mobile advisor	↑ 9.0	↑ 8.3	5.9	7.9	8.9	8.9	↑ 8.2	↑ 7.5	7.2	7.8	8.7	↑ 7.8	6.5	7.9	8.1
Support for using social media	8.4	7.9	6.4	8.3	7.8	7.5	↑ 7.3	↑ 7.6	6.1	↓ 6.4	7.5	↑ 6.9	↑ 6.1	7.2	↓ 6.4
Back office & administrative support	↑ 7.6	9.0	6.5	8.2	8.8	↑ 9.8	8.7	6.4	6.9	6.7	8.5	↑ 7.2	6.4	7.7	9.2
Firm's marketing support for advisor's practice	7.7	7.9	5.6	7.7	8.1	8.0	8.4	6.3	6.7	↓ 6.6	8.5	↑ 7.4	↑ 7.6	7.4	8.0
Client account statements	↑ 8.2	8.8	5.9	8.1	7.6	8.0	8.1	7.9	↓ 6.8	↑ 7.8	8.0	↑ 7.7	↓ 5.7	7.6	8.6
Online account access for clients	↑ 8.9	↑ 8.6	6.5	8.5	↑ 9.0	8.0	8.0	↑ 8.5	7.7	8.0	9.0	↑ 8.0	8.2	8.2	8.7
Ongoing training	8.0	9.4	6.4	8.1	8.1	8.7	8.7	↑ 7.4	6.9	↑ 7.9	9.0	↑ 7.8	↑ 7.7	8.0	8.0
Your branch manager	↑ 8.3	N/A	7.8	↑ 8.6	↑ 8.7	9.2	8.7	↑ 8.4	↑ 8.1	7.9	9.0	↑ 9.1	8.1	8.5	8.6
Firm's succession program for advisors	7.3	9.2	7.6	↑ 8.6	8.3	9.0	8.0	↑ 7.6	7.8	7.9	9.0	↑ 8.3	7.5	8.2	8.7
Products & support for high net-worth clients	8.1	8.2	6.6	8.2	9.2	8.7	8.2	↑ 8.5	8.0	7.6	9.6	↑ 8.3	↑ 7.8	8.2	9.0
Support for developing a financial plan for clients	↑ 8.8	9.1	5.7	↑ 8.6	9.0	↑ 8.9	8.4	8.3	8.1	7.2	9.5	↑ 8.9	↑ 8.1	8.4	8.9
Support for developing an investment plan for clients	↑ 7.8	9.5	7.1	↑ 8.1	8.7	8.0	N/A	8.1	7.3	↑ 7.7	9.0	↑ 8.3	7.7	8.1	8.4
Support for wills and estate planning	7.8	7.3	N/A	↑ 8.1	9.1	N/A	8.2	8.4	↓ 7.5	7.0	9.5	↑ 8.4	8.1	8.1	8.4
Support for tax planning	↑ 7.4	↓ 6.7	N/A	↑ 8.7	8.9	N/A	8.3	7.8	7.4	6.7	9.1	↑ 7.6	7.2	7.8	8.3
Support for insurance planning	8.3	8.8	7.7	↑ 8.6	8.6	9.2	8.5	8.5	↓ 8.1	7.5	9.4	↑ 8.7	8.3	8.5	8.2
Support for discretionary portfolio management	N/C	N/A	7.4	8.6	8.7	9.4	N/A	8.1	↓ 7.7	8.5	↑ 9.4	↑ 8.4	6.5	8.3	8.6
Quality of equities research	8.9	8.9	7.4	8.2	7.4	8.1	↓ 8.6	8.8	7.4	7.8	8.9	↑ 7.8	7.2	8.1	8.3
Quality of firm's product offering	↑ 9.2	9.1	8.2	8.9	9.2	8.8	9.0	↑ 9.0	8.3	8.4	9.6	↑ 8.7	8.3	8.8	9.0
Firm's stability	↑ 9.0	9.9	8.1	9.6	9.0	9.9	9.7	↑ 8.6	8.8	8.9	9.8	↑ 8.8	8.9	9.2	9.5
Firm's strategic focus	↑ 8.8	9.7	7.2	↑ 8.9	↑ 8.9	9.3	8.9	↑ 7.8	7.2	8.0	9.6	↑ 8.2	8.0	8.5	8.9
Firm's effectiveness in keeping advisors informed	8.5	↑ 9.5	7.5	↑ 8.7	↑ 9.1	8.9	8.6	↑ 8.1	7.1	7.9	9.3	↑ 8.2	↑ 7.6	↑ 8.4	8.7
Firm's receptiveness to advisor feedback	7.7	8.8	7.3	8.6	↑ 8.9	9.7	8.5	↑ 7.2	6.4	↑ 7.9	↑ 9.1	↑ 8.4	↑ 6.5	↑ 8.1	9.0
Firm's corporate culture	↑ 8.6	9.6	7.1	9.0	↑ 8.9	9.6	9.4	↑ 7.6	↓ 7.0	↑ 8.2	9.3	↑ 8.3	7.6	8.5	8.9
Firm's reputation with clients and/or prospective clients	↑ 8.3	↑ 9.6	6.5	8.5	8.9	↑ 9.4	9.5	8.6	8.3	7.9	9.7	↑ 8.8	8.9	8.7	9.3
Firm's ethics	8.6	9.9	8.7	9.5	↑ 9.7	9.9	9.8	↑ 9.3	8.9	9.1	9.7	↑ 9.3	9.0	9.3	9.7
Support for dealing with changes in the regulatory environment	8.8	9.7	8.4	9.0	9.3	9.6	↓ 8.9	↑ 8.4	↓ 7.7	8.6	9.3	↑ 8.4	8.0	8.8	9.1
Advisor's relationship with compliance department	↑ 9.1	↑ 9.6	8.5	9.1	9.5	9.8	9.1	8.6	8.0	8.8	9.3	↑ 8.9	8.6	9.0	9.1
Freedom to make objective product choices	9.7	9.3	9.3	9.7	9.8	9.8	9.8	9.5	8.9	9.4	9.8	↑ 9.6	9.0	9.5	9.7
Firm's delivery on promises	8.7	↑ 9.4	7.0	8.8	↑ 8.5	9.8	8.9	↑ 8.0	7.5	↑ 8.2	↑ 9.6	↑ 8.0	7.0	8.4	9.4
<b>/E rating (average of all categories)</b>	<b>8.4</b>	<b>9.0</b>	<b>7.2</b>	<b>8.6</b>	<b>8.8</b>	<b>9.0</b>	<b>8.6</b>	<b>↑ 8.0</b>	<b>7.5</b>	<b>7.9</b>	<b>9.1</b>	<b>↑ 8.2</b>	<b>7.6</b>	<b>8.3</b>	
<b>Overall rating by advisors</b>	<b>8.6</b>	<b>9.4</b>	<b>7.3</b>	<b>8.8</b>	<b>9.0</b>	<b>↑ 9.6</b>	<b>9.2</b>	<b>↑ 8.1</b>	<b>7.5</b>	<b>↑ 8.2</b>	<b>9.4</b>	<b>↑ 8.3</b>	<b>7.7</b>	<b>8.6</b>	

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 be a reasonable sample

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 "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 "/E 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