

2020 DEALERS' REPORT CARD

How financial advisors rated their firms

	FULL-SERVICE AND MUTUAL FUND DEALERS						INDEPENDENT DEALERS			Performance average	Importance average		
	Assante Wealth Management*	Desjardins Financial Security*	Investia Financial Services	Investment Planning Counsel*	IG Wealth Management*	Manulife Securities*	Peak Financial Group*	Worldsource Wealth Management*	Carte Wealth Management			Portfolio Strategies	Sterling Mutuals
Number of advisors surveyed per firm	50	40	50	40	50	51			29	41	37		
Firm's total compensation	8.7	7.9	8.3	8.6	8.0	8.5			8.7	9.0	8.9	8.5	9.0
Firm's reward/recognition program	↑ 8.3	↑ 6.5	N/A	N/C	↑ 7.2	7.0			8.2	N/A	N/A	↑ 7.5	↑ 6.3
Firm's support for advisors operating within a fee-based model	8.6	↑ 6.7	7.8	↑ 8.2	↑ 7.8	7.7			8.4	8.0	8.9	8.0	8.6
Technology tools & advisor desktop	↑ 8.2	7.4	8.1	↑ 7.8	↑ 7.5	6.8			9.3	7.3	↑ 9.5	↑ 8.0	9.3
Support for mobile technology & the mobile advisor	↑ 8.4	7.1	↑ 8.4	↑ 7.3	↑ 6.8	↓ 6.0			↑ 8.8	N/A	9.3	↑ 7.8	8.7
Support for using social media	↑ 7.7	6.0	N/C	↑ 8.3	7.5	7.1			9.0	↑ 5.5	N/A	↑ 7.3	↑ 7.0
Back office & administrative support	8.3	6.9	7.5	↑ 7.9	↑ 7.0	7.6			8.9	↑ 8.3	↑ 9.1	7.9	9.5
Firm's marketing support for advisor's practice	↑ 8.7	6.2	5.5	↑ 8.7	↑ 8.1	↓ 5.7			8.7	N/A	N/A	7.4	8.2
Client account statements	↑ 8.4	7.3	↑ 7.6	↑ 7.7	↑ 6.9	6.4			8.7	7.6	↑ 8.6	↑ 7.7	9.0
Online account access for clients	8.7	7.1	8.2	8.1	↑ 8.1	5.0			9.1	8.3	9.4	8.0	8.9
Ongoing training	8.3	↑ 6.3	6.4	8.1	8.0	7.5			8.6	↑ 7.4	7.5	7.6	8.4
Your branch manager	9.2	7.9	8.4	8.5	7.9	8.2			↓ 8.7	9.2	↑ 9.4	8.6	9.0
Firm's succession program for advisors	↑ 8.7	N/C	↓ 7.2	↓ 7.2	↑ 8.7	↑ 8.2			N/A	N/A	N/A	8.0	9.0
Products & support for high net-worth clients	9.0	↑ 7.2	N/C	8.0	8.0	7.2			8.4	N/A	N/A	8.0	8.9
Support for developing a financial plan for clients	↑ 8.9	6.8	N/C	6.7	9.2	8.1			N/C	N/A	N/A	7.9	9.2
Support for developing an investment plan for clients**	↑ 8.7		N/C							N/A	N/A		
Support for wills and estate planning	↑ 9.2	7.0	N/A	6.3	↓ 8.1	N/A			N/A	N/A	N/A	7.6	8.7
Support for tax planning	↑ 9.0	N/C	N/A	N/A	↓ 8.4	N/A			N/A	N/A	N/A		
Support for insurance planning	↑ 9.0	8.2	N/C	↓ 7.9	↑ 7.9	8.1			N/C	N/A	N/A	8.2	8.9
Quality of firm's product offering	9.2	8.1	8.5	8.5	↑ 8.0	8.7			9.1	9.4	9.2	8.8	9.4
Firm's stability	9.5	8.6	8.9	9.6	8.5	8.3			8.9	↑ 8.8	9.1	8.9	9.4
Firm's strategic focus	↑ 9.2	7.1	7.8	↑ 8.9	↑ 8.5	7.3			8.9	8.0	8.6	8.3	↑ 9.0
Firm's effectiveness in keeping advisors informed	↑ 9.1	7.1	8.0	↑ 8.9	↑ 8.5	8.0			9.1	7.9	8.2	8.3	9.0
Firm's receptiveness to advisor feedback	↑ 9.0	6.8	7.4	↑ 8.6	7.6	↓ 6.6			8.9	7.9	8.1	7.9	9.2
Firm's corporate culture	9.1	7.3	7.7	↑ 9.1	↑ 7.7	8.0			9.2	8.1	8.8	8.3	↑ 8.8
Firm's reputation with clients and/or prospective clients	9.1	7.6	7.2	↑ 8.6	7.2	8.6			8.3	↓ 7.1	7.7	7.9	9.0
Firm's ethics	9.6	8.6	↑ 9.0	↑ 9.4	9.4	9.0			9.6	↑ 9.5	9.4	9.3	9.8
Support for dealing with changes in the regulatory environment	9.4	↑ 8.1	↑ 8.2	9.1	9.1	↑ 8.6			↑ 9.8	↑ 8.9	9.1	↑ 8.9	9.4
Advisor's relationship with compliance department	9.4	8.2	8.6	8.9	8.8	8.7			9.3	↑ 9.0	9.2	8.9	9.4
Freedom to make objective product choices	9.8	9.3	9.5	9.3	↑ 7.4	9.6			9.8	9.7	9.6	9.3	9.7
Firm's delivery on promises	↑ 8.7	7.2	7.6	↑ 9.0	↑ 8.2	↑ 8.2			9.0	↑ 9.0	8.6	8.4	9.4
IE Rating (Average of all categories)	↑ 8.9	7.4	7.9	8.3	8.0	7.7			8.9	8.3	8.9		
Net Promoter Score (range: -100 to 100)	86.0	25.0	36.0	67.5	60.0	39.2			75.9	75.6	75.0		

We were unable to obtain sufficient sample sizes for these companies. For executive commentary from these firms and advisor insight, see story on page 33.

All ratings are based on a scale of 0 to 10.

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 or in a RED BOX 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.

The Net Promoter Score ranges from -100 to 100. A score over 0 is considered good, over 50 is considered excellent and over 70 is considered exceptional.

N/A means a category does not apply to a company; N/C means the category is not calculable because not enough advisors rated it to be a reasonable sample.

*Firm has both an IIROC and an MFDA arm

**Companies were only rated in this category if most advisors indicated that investment planning was separate from financial planning

Source: Investment Executive research