

# 2021 DEALERS' REPORT CARD

## How financial advisors rated their firms

	FULL-SERVICE AND MUTUAL FUND DEALERS								INDEPENDENT DEALERS			Performance average	Importance average
	Assante Wealth Mgmt.*	Desjardins Financial Security*	IG Wealth Management*	Investia Financial Services	Investment Planning Counsel*	Manulife Securities*	Peak Financial Group*	Worldsource Wealth Management*	Carte Wealth Management	Portfolio Strategies	Sterling Mutuals		
Number of advisors surveyed per firm	50	41	50	50	50	50	50	50	30	41	40		
Total compensation	8.9	8.0	8.4	8.3	8.7	8.5	9.3	8.9	↑ 9.3	9.0	8.9	8.7	9.1
Bonus structure**	N/C	7.3	8.0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
Support for fee-based models	8.6	6.6	↑ 8.6	8.0	8.0	7.9	8.7	8.2	8.8	N/C	8.6	8.2	8.7
Technology tools & advisor desktop	8.6	↓ 6.0	↑ 8.3	8.4	8.1	↓ 5.6	8.5	7.3	9.2	7.0	9.2	7.8	9.3
Client onboarding tools**	9.0	7.1	8.1	8.3	8.3	6.7	8.2	7.6	8.4	6.6	8.4	7.9	9.0
Mobile technology support	8.3	7.2	↑ 8.8	8.2	7.0	↑ 7.3	8.8	6.2	9.2	N/A	8.9	8.0	8.8
Social media support	↑ 8.2	↑ 7.1	↑ 8.1	N/C	8.1	7.1	N/C	6.1	8.6	↑ 7.0	N/A	7.5	7.3
Back office & administrative support	7.9	↓ 6.4	7.2	7.6	8.0	7.7	8.8	7.8	8.9	↓ 7.7	↓ 8.6	7.9	9.4
Business development support	8.5	6.5	8.4	↑ 6.0	8.3	↑ 7.2	7.1	N/A	9.1	N/A	N/A	7.6	↓ 7.7
Client account statements**	8.4	6.2	7.3	7.9	7.1	6.9	8.2	7.1	9.1	7.4	8.3	7.6	8.8
Ongoing training	8.6	6.4	↑ 9.2	↑ 6.9	8.4	7.5	8.0	6.8	↑ 9.4	7.2	↑ 8.5	7.9	8.2
Branch manager	↓ 8.7	8.2	↑ 8.5	↑ 8.9	8.7	8.3	9.2	9.2	9.1	9.2	↓ 8.9	8.8	9.0
Succession program	8.5	N/C	9.1	7.5	↑ 8.3	8.1	8.4	N/C	N/A	N/A	N/A	8.3	9.0
Products & support for high-net-worth clients	9.0	6.9	8.4	N/C	↓ 7.5	7.4	N/A	6.0	8.3	N/A	N/C	7.6	8.6
Support for developing a financial plan for clients	↓ 8.3	7.2	9.2	N/C	6.7	8.5	N/C	N/A	7.8	N/A	N/A	8.0	8.8
Support for wills & estate planning	8.8	N/C	↑ 8.9	N/A	↑ 7.5	N/A	N/A	N/A	N/A	N/A	N/A		↓ 8.2
Support for tax planning	8.7	N/C	↑ 9.1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
Support for insurance planning	8.8	7.8	↑ 8.4	N/C	7.5	8.3	N/C	N/A	8.7	N/A	N/A	8.3	8.5
Quality of product offering	9.1	8.4	↑ 8.5	8.9	8.5	9.1	9.5	8.5	9.5	9.5	9.3	9.0	9.3
Freedom to make objective product choices	9.7	9.4	↑ 8.5	9.6	9.6	9.6	9.9	9.4	9.8	9.9	9.6	9.6	9.8
Leadership stability	9.2	↓ 7.5	↑ 9.2	9.2	↓ 9.1	8.7	9.2	7.9	↑ 9.8	↓ 8.2	8.7	8.8	9.0
Strategic focus	8.9	7.1	8.8	8.2	↓ 8.4	7.6	9.3	7.2	9.2	7.8	8.5	8.3	↓ 8.5
Effectiveness in keeping advisors informed	8.9	7.3	8.9	8.1	9.0	7.8	9.2	7.6	↑ 9.7	7.9	8.3	8.4	8.9
Receptiveness to advisor feedback	8.7	↓ 6.2	↑ 8.3	7.5	8.7	↑ 7.1	9.2	7.1	9.0	7.8	8.2	8.0	8.9
Corporate culture	↓ 8.6	7.3	↑ 8.3	8.0	8.7	7.8	9.2	8.0	9.4	7.8	↓ 8.1	8.3	↓ 8.2
Reputation with clients & prospects	8.7	7.5	↑ 8.2	↑ 7.7	8.2	8.9	8.8	6.8	8.6	↑ 7.6	↑ 8.5	8.1	↓ 8.5
Ethics	9.6	8.6	9.5	9.0	9.4	↑ 9.5	9.8	9.6	9.8	9.3	9.6	9.4	9.7
Support for dealing with regulatory changes	9.1	8.1	9.2	8.0	9.0	8.6	9.0	9.0	9.5	8.7	9.4	8.9	9.2
Advisor's relationship with compliance department	9.1	7.8	9.1	8.7	9.1	8.5	9.0	9.2	9.5	8.8	9.0	8.9	9.2
<b>IE rating (Average of all categories)</b>	<b>8.8</b>	<b>7.3</b>	<b>↑ 8.6</b>	<b>8.1</b>	<b>8.3</b>	<b>7.9</b>	<b>8.9</b>	<b>7.8</b>	<b>9.1</b>	<b>8.1</b>	<b>8.8</b>		
<b>Net Promoter® Score (range: -100 to 100)</b>	<b>82.0</b>	<b>14.6</b>	<b>58.0</b>	<b>44.0</b>	<b>70.0</b>	<b>28.0</b>	<b>82.0</b>	<b>40.0</b>	<b>86.7</b>	<b>68.3</b>	<b>65.0</b>		

All ratings are based on a scale of 0 to 10. Numbers in **GREEN** 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. Both Peak and Worldsource were excluded from the chart in 2020, due to insufficient data for those firms. No year-over-year comparisons are indicated. 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 weighted 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 Net Promoter® Score. 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 rating is not calculable because not enough advisors rated it to be a reasonable sample. \*Firm has both an IROC and an MFDA arm \*\*New category or category has changed materially year-over-year Some category names have been edited for clarity, but category criteria have not changed year-over-year.

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Source: *Investment Executive* research

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June 2021

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INVESTMENT EXECUTIVE