

## 2021 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	iA Private Wealth	Raymond James	Richardson Wealth	Wellington-Altus Private Wealth	Leede Jones Gable	Odlum Brown	BMO Private Wealth	CIBC Wood Gundy	National Bank Financial	RBC DS	Scotia McLeod	TD Wealth PIA			
Number of advisors surveyed per firm	40	50	50	50	51	30	30	30	30	50	51	50	50	51	50		
Total compensation	8.7	9.3	8.1	8.9	8.7	9.9	9.1	8.9	7.3	↑ 8.7	↑ 8.7	8.9	9.0	8.1	8.7	9.0	
Bonus structure*	N/C	9.3	N/C	8.5	8.1	9.8	9.0	8.2	6.2	8.1	8.6	N/C	9.0	7.5	8.4	8.5	
Support for fee-based models	9.1	8.7	↑ 7.4	8.6	9.0	9.8	9.5	↓ 8.5	7.1	8.6	↑ 9.2	9.4	8.5	8.0	8.7	9.2	
Technology tools & advisor desktop	↑ 9.0	↓ 8.9	↑ 6.0	↑ 8.1	8.4	↑ 9.8	8.7	7.8	↓ 5.0	↑ 7.8	↑ 8.9	8.6	7.6	↑ 7.2	8.0	9.4	
Client onboarding tools*	7.8	8.8	6.7	8.4	8.6	9.9	7.5	8.4	6.6	6.2	8.0	8.7	7.8	8.0	7.9	9.1	
Mobile technology support	8.5	8.9	↑ 7.8	8.7	↑ 9.3	9.9	↓ 9.0	7.9	↓ 5.2	↑ 8.0	9.0	8.8	↑ 8.7	↑ 8.6	8.4	9.1	
Social media support	8.1	8.1	↑ 6.7	8.5	↑ 8.1	9.7	↓ 7.5	6.4	5.9	↑ 7.8	↑ 7.3	↓ 7.7	8.1	↑ 7.0	7.6	7.3	
Back office & administrative support	8.4	8.9	↑ 7.1	8.6	8.6	↑ 9.4	9.3	9.3	↓ 5.1	7.6	↑ 8.1	7.9	↓ 7.5	6.7	8.0	9.2	
Business development support	↓ 7.8	7.9	↑ 6.3	↑ 7.7	8.2	9.6	7.4	↓ 7.9	5.4	↑ 7.8	↑ 7.9	8.4	↑ 8.2	7.6	7.7	8.2	
Client account statements*	8.0	8.7	6.9	8.3	8.6	9.6	8.2	7.9	6.6	7.9	8.0	7.7	7.3	7.2	7.9	8.6	
Ongoing training	8.1	9.4	↑ 7.0	↑ 8.5	8.2	9.6	8.1	8.5	5.9	↑ 8.2	↑ 8.2	8.8	↓ 8.0	↑ 8.5	8.2	7.7	
Branch manager	8.3	N/A	↑ 8.0	9.1	↑ 9.3	9.9	9.4	8.7	↓ 7.2	9.2	↑ 8.7	8.8	9.0	8.4	8.8	8.8	
Succession program	↑ 7.8	9.5	↑ 7.7	8.4	8.9	↑ 9.9	8.9	N/C	N/C	8.5	8.7	8.6	N/C	↑ 8.2	↑ 8.6	8.9	
Products & support for high-net-worth clients	8.5	8.1	↑ 6.4	↑ 8.6	9.3	9.9	8.5	8.3	↓ 6.9	↑ 8.7	8.1	9.5	8.2	↑ 8.3	8.4	9.1	
Support for developing a financial plan for clients	8.9	9.3	4.7	8.4	↑ 9.3	9.9	N/C	↓ 8.4	↓ 7.1	9.0	↑ 8.1	9.5	9.1	↑ 8.0	8.4	9.1	
Support for wills & estate planning	8.0	7.6	N/A	↑ 8.2	9.3	9.7	N/A	8.3	7.8	8.6	↑ 8.0	9.0	8.7	8.9	8.5	8.7	
Support for tax planning	7.6	7.3	N/A	8.8	9.0	9.7	N/A	↓ 8.2	7.5	8.5	↑ 7.8	8.8	7.8	↑ 8.2	8.3	8.8	
Support for insurance planning	8.5	8.9	↑ 7.9	8.4	9.0	↑ 9.9	N/C	8.4	7.9	8.8	↑ 8.0	9.2	8.8	↑ 8.8	8.6	8.4	
Support for discretionary portfolio management	↑ 9.6	N/A	7.4	8.7	8.9	9.9	N/C	8.6	↓ 6.9	↑ 8.7	8.9	9.3	8.4	↑ 7.3	8.6	9.4	
Quality of product offering	9.3	9.0	8.2	↑ 9.3	↑ 9.4	9.9	9.2	↓ 9.1	8.3	9.1	↑ 8.9	9.6	8.9	↑ 8.8	9.1	9.2	
Freedom to make objective product choices	9.9	9.5	9.6	9.7	9.9	10.0	10.0	9.9	8.9	9.7	9.8	9.7	9.7	9.4	9.7	9.8	
Leadership stability	9.1	9.8	8.1	9.6	↑ 9.3	9.9	9.7	9.8	5.0	↑ 9.2	9.3	9.7	9.2	9.0	9.0	9.3	
Strategic focus	9.0	9.6	↑ 7.2	↑ 9.2	↑ 8.9	9.9	9.1	9.0	↓ 4.8	↑ 8.5	↑ 9.0	↓ 9.1	8.9	↑ 8.2	8.6	9.0	
Effectiveness in keeping advisors informed	8.7	9.7	↑ 7.6	9.1	9.1	9.9	9.0	↓ 8.5	5.8	↑ 8.9	↑ 8.8	9.0	8.5	↑ 8.4	8.7	8.8	
Receptiveness to advisor feedback	8.3	9.4	↑ 7.7	↑ 9.2	9.1	10.0	9.4	8.1	↑ 5.1	↑ 8.9	↑ 8.9	8.7	↓ 8.6	↑ 7.5	8.5	9.2	
Corporate culture	8.7	9.8	↑ 7.4	9.0	9.2	9.9	9.2	9.2	5.2	8.3	↑ 9.1	9.1	8.9	↑ 8.3	8.7	9.0	
Reputation with clients & prospects	8.4	9.5	↓ 6.0	↑ 9.4	↑ 9.2	9.8	8.8	9.7	7.7	↑ 9.1	↑ 8.7	9.5	8.9	9.3	8.8	9.3	
Ethics	9.2	9.9	↑ 9.1	9.7	9.9	10.0	9.8	9.8	8.3	9.6	↑ 9.6	9.4	9.5	9.4	9.5	9.8	
Support for dealing with regulatory changes	8.9	9.9	8.1	↑ 9.7	9.3	9.9	9.4	9.3	7.6	8.9	↑ 9.2	9.2	↓ 8.5	↑ 8.8	9.0	9.2	
Advisor's relationship with compliance department	9.2	9.6	↑ 8.6	↑ 9.5	9.4	9.9	9.6	9.5	↓ 7.8	8.9	9.0	9.3	9.0	8.7	9.1	9.3	
<b>IE rating (Average of all categories)</b>	<b>8.6</b>	<b>9.0</b>	<b>↑ 7.4</b>	<b>8.8</b>	<b>9.0</b>	<b>9.8</b>	<b>8.9</b>	<b>8.6</b>	<b>6.6</b>	<b>8.5</b>	<b>↑ 8.6</b>	<b>9.0</b>	<b>8.6</b>	<b>↑ 8.2</b>			
Net Promoter® Score (range: -100 to 100)	82.5	92.0	4.0	80.0	90.2	100.0	93.3	86.7	-14.0	80.4	84.0	88.0	74.5	44.0			

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.

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 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 is not calculable as not enough advisors rated it to be a reasonable sample.

Some category names have been edited for clarity, but category criteria have not changed year over year.

\*New category or category has changed materially year over year

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Source: *Investment Executive* research

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