

2020 BROKERAGE REPORT CARD

How investment advisors rated their firms

	NATIONAL INDEPENDENTS						REGIONAL INDEPENDENTS		BANK-OWNED INVESTMENT FIRMS						Performance average	Importance average
	Canaccord Genuity Wealth Mgmt	Edward Jones	Industrial Alliance Securities	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	39	50	50	50	50	32	30	30	52	51	50	50	50	50		
Firm's total compensation	8.9	9.4	8.2	8.7	8.5	9.6	9.2	9.2	↓ 7.2	↑ 8.2	8.2	9.1	9.1	7.7	8.7	9.1
Firm's reward/recognition program	8.1	9.4	5.3	7.6	N/A	9.3	↓ 7.9	8.3	↓ 5.9	↑ 8.0	7.2	8.7	↑ 9.1	6.9	7.8	7.0
Firm's support for advisors operating within a fee-based model	↑ 9.0	8.9	↓ 6.9	8.5	9.0	9.7	↑ 9.2	↑ 9.0	↓ 7.0	↑ 8.4	8.7	9.2	↑ 8.8	7.6	8.6	9.1
Technology tools & advisor desktop	8.4	9.4	5.5	↓ 7.6	↓ 8.3	9.3	8.9	7.7	↓ 5.6	7.2	↑ 7.9	8.6	↑ 7.2	↑ 6.5	7.7	9.2
Support for mobile technology & the mobile advisor	8.9	8.7	6.3	↑ 8.4	8.8	9.8	↑ 9.6	8.3	↓ 6.4	7.0	↑ 8.6	8.9	8.2	↑ 7.3	8.2	↑ 8.7
Support for using social media	8.3	8.0	↓ 5.8	8.2	7.5	9.6	↑ 8.0	↓ 6.4	↓ 6.1	↑ 7.3	6.6	↑ 8.3	↑ 8.0	5.9	7.4	↑ 7.0
Back office & administrative support	↑ 8.4	8.6	6.6	8.3	8.7	8.9	9.6	9.1	↓ 5.6	↑ 7.4	7.0	8.3	↑ 8.1	6.7	8.0	9.3
Firm's marketing support for advisor's practice	↑ 8.3	7.8	5.3	↓ 7.0	7.9	9.3	7.7	↑ 8.8	↓ 5.1	7.0	↑ 7.3	8.6	7.6	7.6	7.5	8.1
Client account statements	8.0	8.9	↑ 6.9	7.8	7.7	9.0	↑ 8.5	7.8	↓ 7.4	↑ 7.3	7.4	7.7	7.7	↑ 7.2	7.8	8.7
Online account access for clients	8.6	8.8	↑ 7.0	↓ 8.0	8.7	9.5	8.1	7.7	↓ 7.1	↑ 8.6	8.0	↓ 8.5	8.2	↑ 8.7	8.3	8.9
Ongoing training	8.4	9.6	↓ 5.7	7.7	7.9	9.3	↓ 8.2	8.5	↓ 5.6	↑ 7.5	7.6	9.0	↑ 8.8	↓ 7.2	7.9	8.0
Your branch manager	8.4	N/A	7.5	8.8	8.7	9.5	9.0	8.5	8.3	↑ 8.9	8.2	9.1	9.4	8.1	8.7	8.7
Firm's succession program for advisors	↓ 6.8	9.5	↓ 5.9	↓ 8.1	8.7	9.3	N/C	7.6	↓ 6.8	↑ 8.7	8.3	N/C	8.3	7.7	8.0	8.8
Products & support for high net-worth clients	8.4	8.0	↓ 5.6	7.9	9.0	9.6	8.4	8.4	↓ 7.4	8.2	8.0	9.5	8.4	7.8	8.2	9.1
Support for developing a financial plan for clients	9.0	9.5	↓ 4.8	8.4	8.7	9.8	N/C	↑ 9.0	↓ 7.8	↑ 8.6	7.0	9.5	9.1	↓ 7.3	8.3	9.1
Support for developing an investment plan for clients*							N/C	N/A			↓ 7.1	8.8		7.4		8.5
Support for wills and estate planning	↑ 8.4	7.7	N/A	7.7	8.9	9.3	N/A	8.1	↓ 7.9	↑ 8.2	↑ 7.5	9.3	↑ 9.0	↑ 8.7	8.4	8.7
Support for tax planning	↑ 8.0	↑ 7.3	N/A	8.4	8.9	9.5	N/A	8.7	7.5	↑ 8.2	6.8	9.2	↑ 8.1	7.2	8.1	8.7
Support for insurance planning	8.7	8.9	↓ 6.9	↓ 8.1	8.7	9.4	N/C	8.4	↓ 7.9	8.5	7.5	9.2	9.0	8.2	8.4	8.4
Support for discretionary portfolio management	9.1	N/A	N/C	8.4	8.9	9.7	N/C	8.6	8.0	↑ 8.2	8.8	N/C	8.7	6.6	8.5	↑ 9.1
Quality of firm's product offering	9.4	9.4	8.3	8.5	↓ 8.4	9.8	9.1	↑ 9.6	↓ 8.1	↑ 8.9	8.4	9.7	8.9	8.3	8.9	9.1
Firm's stability	9.2	9.8	8.0	9.6	8.8	9.9	9.8	9.9	↓ 5.4	8.6	9.2	9.9	9.0	9.3	9.0	9.5
Firm's strategic focus	8.9	9.8	↓ 6.3	8.7	↓ 8.4	9.9	9.3	8.9	↓ 5.4	↑ 8.0	8.1	9.6	↑ 8.9	↓ 7.5	8.4	9.0
Firm's effectiveness in keeping advisors informed	8.8	9.5	↓ 6.6	↓ 8.0	8.8	9.7	9.0	9.0	↓ 5.7	↑ 8.3	7.9	9.4	↑ 8.9	7.8	8.4	8.8
Firm's receptiveness to advisor feedback	↑ 8.5	9.0	↓ 6.6	8.7	8.9	9.9	9.5	8.4	↓ 4.4	↑ 8.2	8.0	↓ 8.6	↑ 9.3	6.3	8.2	9.0
Firm's corporate culture	8.8	9.6	↓ 6.4	8.8	8.9	9.8	9.3	9.2	↓ 5.4	↑ 8.1	8.3	9.3	↑ 9.3	7.6	8.5	9.0
Firm's reputation with clients and/or prospective clients	8.0	9.2	6.6	8.6	8.6	9.6	↓ 8.9	9.7	↓ 7.9	8.4	7.9	9.7	9.2	9.2	8.7	9.2
Firm's ethics	8.8	9.8	8.5	9.6	9.5	9.9	9.7	9.7	↓ 8.7	↑ 9.4	9.1	9.8	9.7	9.1	9.4	9.7
Support for helping to deal with changes in the regulatory environment	↑ 9.3	9.8	↓ 7.8	↓ 8.3	8.9	9.7	9.5	9.1	↓ 7.6	↑ 8.5	8.7	9.5	↑ 9.0	8.3	8.9	9.1
Advisor's relationship with compliance department	9.3	9.5	↓ 7.8	9.0	9.1	9.7	9.7	9.5	8.4	↑ 9.0	9.2	9.5	9.2	8.7	9.1	9.2
Freedom to make objective product choices	9.8	9.3	9.2	9.7	9.8	9.9	9.9	9.8	↓ 8.8	↑ 9.8	9.5	9.7	9.9	↑ 9.5	9.6	9.8
Firm's delivery on promises	8.7	9.6	6.7	8.7	8.5	9.8	9.5	↑ 9.5	↓ 7.2	↑ 9.0	8.1	9.3	↑ 8.8	↓ 6.3	8.6	9.4
IE Rating (Average of all categories)	8.6	9.1	6.8	8.4	8.7	9.6	9.0	8.7	↓ 6.9	↑ 8.3	8.0	9.1	↑ 8.7	7.7		
Net Promoter Score (Range: -100 to 100)	74.4	86.0	14.0	74.0	74.0	100.0	96.7	93.3	-34.6	56.9	48.0	92.0	73.5	28.0		

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** 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.

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

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.

Source: *Investment Executive* research