Best Financial Advisor
Client Survey Results

Methodology

Spectrem's Best Financial Advisor invited 50 clients to respond to our Best Financial Advisors Survey for ABC Advisors. Reminders were then sent twice over the following 10 days. In total 25 clients responded.

Overall Client Rating

ABC Advisors' overall results are both very strong and consistent with most advisors' client ratings on Best Financial Advisor. ABC Advisors scores very high in knowledge and responsiveness, both very important client relationship measures. These results are negatively impacted by one particular client whose ratings suggest a tenuous relationship moving forward.

Category	Average Score
Overall Satisfaction	4.47
Knowledge and Expertise	4.73
Responsiveness to Requests	4.67
Performance	4.13

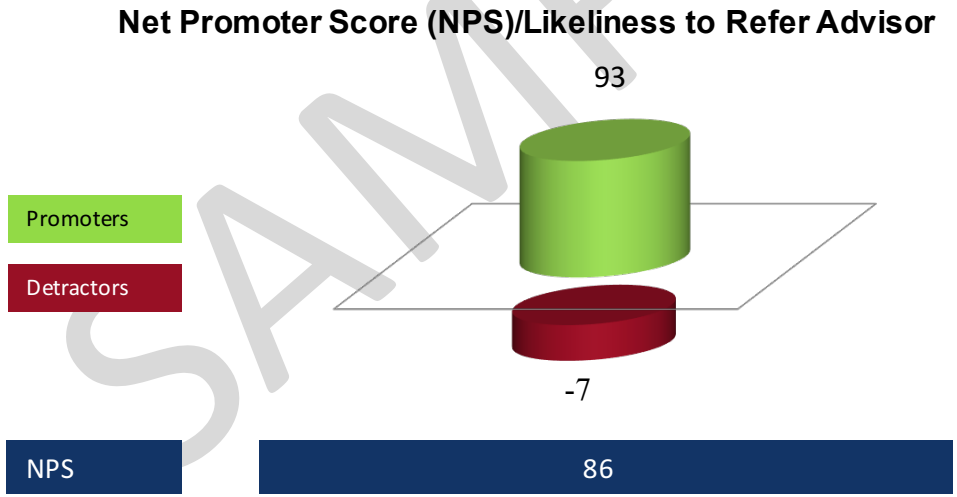
Net Promoter Score (NPS)

NPS is based on a direct question:
How likely is it that you would recommend our company to a friend or colleague?
The scoring for this answer is based on an eleven point scale of 0 to 10.

Promoters are those who respond with a score of 9 or 10 and are considered loyal enthusiasts. Detractors are those who respond with a score of 0 to 6 and are considered unhappy customers. Scores of 7 and 8 are ignored. NPS is calculated by subtracting the percentage of customers who are Detractors from the percentage of customers who are Promoters.

An NPS that is positive (i.e., higher than zero) is felt to be good, and an NPS of +50 is excellent, but the relativity to your peers or to a previous reading is a better indication of how good/bad the score is at a particular point in time.

"Net Promoter Score" is a customer loyalty metric developed by (and a registered trademark of) Fred Reichheld, Bain & Company, and Satmetrix.

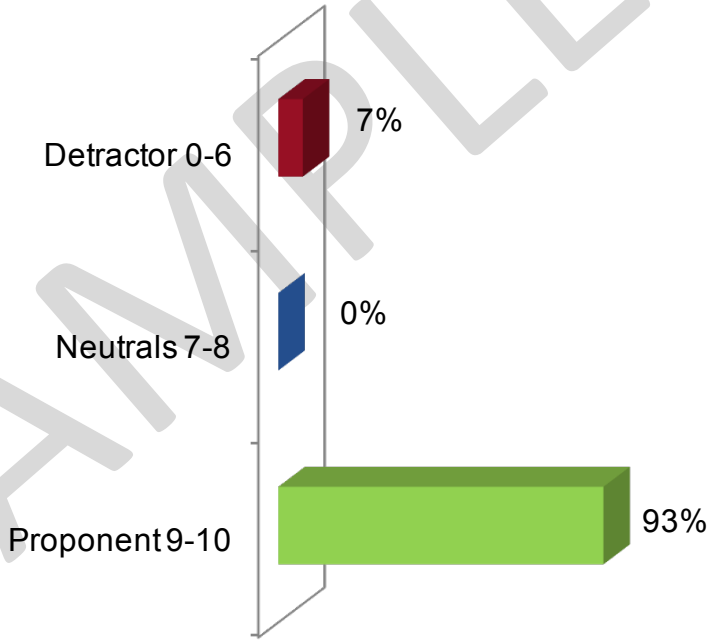


SAMPLE

ABC Advisors– Client Survey Results

Net Promoter Score (NPS)

How likely would you be to recommend your financial advisor to a friend or colleague?
(Scale of 0 to 10 with 0 = Not at all likely, 10 = Very likely)



SAMPLE

ABC Advisors– Client Survey Results

These are the verbatim statements provided by ABC Advisors' clients

- "Very helpful, above and beyond."
- "I would like to have an overall account review and not just learn about new products."
- "Keeps everything simple yet exploring all possibilities."
- "Does an excellent job with my portfolio and has done very well in the past years."
- "New website is a nice addition."
- "It is hard to understand answers to questions asked to staff members sometimes."

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