2009 ADVISOR INSIGHT Series Overview

FRC's ADVISOR INSIGHT Series offers an in-depth analysis of the decisions and preferences of Financial Advisors.

Through the ADVISOR INSIGHT series, FRC delivers valuable insights into how the landscape is evolving at the point of purchase for investment products. This year, FRC is utilizing a leading market research provider, Harris Interactive, to provide a three-sided perspective of what is happening and what approaches work best for Financial Advisors. Particularly in this turbulent market, FRC's in-depth analysis of the State of the Financial Advisor Marketplace, as well as Wholesaler and Marketing Effectiveness is critical for understanding how to best meet Advisor needs in order to retain and improve market share.

Now Available!

State of the Financial Advisor Marketplace: FRC explores the individual preferences of Financial Advisors, their process and criteria for making buy/sell decisions, as well as the dynamics between Advisors and their clients. The study provides insight into the best methods for influencing these decision-makers at the point-of-purchase.

CHAPTER 1 – Making it Through Advisor Evaluations
- Key attributes Advisors look for in investment providers
- Investment provider firms considered for buys in the past year
- How Advisors sort and select among investments
- How buy and sell decisions are made for client portfolios
    - Common filtering criteria and process
    - Profiles of Advisors using the most common filtering approaches

CHAPTER 2 – Client Influence
- Top client concerns that Advisors need to address
- Client movements among advisor channels in the past year
- Client interest in, and definition of, investment guarantees

CHAPTER 3 – The New Advisor Channel – "Do More With Less"
- The changing business model for Advisors
- The new approach to managing assets
- Criteria for selecting certain investment types and Advisor comfort with the investments

CHAPTER 4 – Looking Ahead
- Advisor movement among channels – the past year and plans for this year
- Plans for making additions and subtractions in Advisor books by investment type
- What Advisors want and need from their business partners

Methodology

Harris Interactive's large panel of Financial Advisors offers FRC the ability to capture insights on these three topics throughout the year. Each analysis is based on its own online survey of 1,200-1,500 Advisors across the different channels, including wirehouses, regional and independent broker/dealers, independent RIAs, insurance companies, banks, and more.

Actual content for unpublished reports may vary to reflect findings from the studies.

2009 ADVISOR INSIGHT Series Overview

Now Available!

Marketing Effectiveness: FRC uncovers areas for improvement, identifies best practices, and profiles firms that are making an impact in the areas of value-added programs and marketing. FRC also explores how brand messages are differentiating firms in the eyes of the advisor, and if they are truly impacting an advisor's decision-making process.

CHAPTER 1 – The Effectiveness of Marketing
- Marketing campaigns that work best
- Key elements of effective marketing

CHAPTER 2 – Leading Marketers
- Which firms do the best job of marketing
- What makes the top-rated firms the best

CHAPTER 3 – Developing and Delivering Effective Marketing
- How are effective marketing campaigns and materials delivered
- Satisfaction with key aspects of marketing
- The most and least effective marketing programs
- What types of programs do Advisors want to see this year

CHAPTER 4 – Marketing Through Advisor Web Sites
- Advisors using advisor-oriented Web sites
- Elements of a winning advisor-oriented Web site
- Priorities for improvements to advisor-oriented Web sites
- Web site ratings

January 2010

Wholesaler Effectiveness: Advisors detail the high quality interactions required of wholesalers to have an impact on buy/sell decisions. FRC also evaluates the power of marketing support's role in influencing these decisions.

CHAPTER 1 – Effective Wholesaling
- What makes a good wholesaler
- Which wholesalers are doing it best and why

CHAPTER 2 – Hybrid Wholesaling
- Evaluation of the latest business model for reaching Advisors

CHAPTER 3 – Making It Through The Gatekeepers
- Gaining branch access and becoming a business partner

CHAPTER 4 – Current Market Environment and Looking Ahead
- Service level requirements of Advisors for their wholesalers
- What Advisors will need in the coming year

Each report includes detailed analysis:

APPENDIX A – Channel Analysis
APPENDIX B – Additional Demographics
APPENDIX C – Company-Specific Ratings
APPENDIX D – All-Firm Exhibits

Actual content for unpublished reports may vary to reflect findings from the studies.

2009 ADVISOR INSIGHT Series Overview

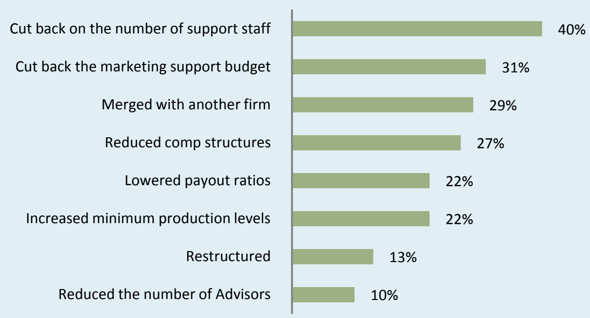
FRC's ADVISOR INSIGHT Series reveals how Advisors are thinking about investments in 2009 and beyond, as well as the dynamics that asset managers, wholesalers, and clients need to understand.

Sample findings from the 2009: *State of the Financial Advisor Marketplace*

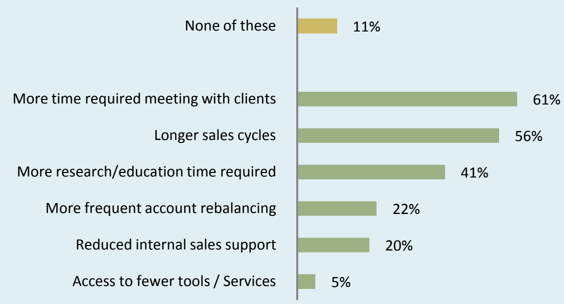
The New Advisor Channel - As Advisors are handling tough question from clients and changing market dynamics, they are also facing reductions in support and increased time needed to perform their jobs.

- Client meetings and rebalancing time has increased given the swings in the markets and client jitters, while firms are cutting costs and reducing support services and staffs, making Advisors take on more.
- With lower asset levels due to market declines, many Advisors are having to do more work to manage the same book of business they had last year, but for less income. This dynamic will likely result in both Advisor attrition (likely among the lower producing Advisors) and more advisor movement as the markets return and open up opportunities.

Changes Your Firm Has Made In Past 12 Months?



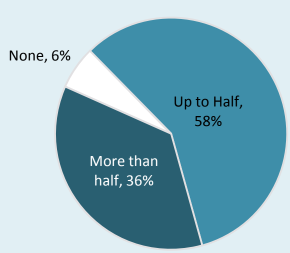
What Is Your Business Experiencing Now Vs. Last Year?



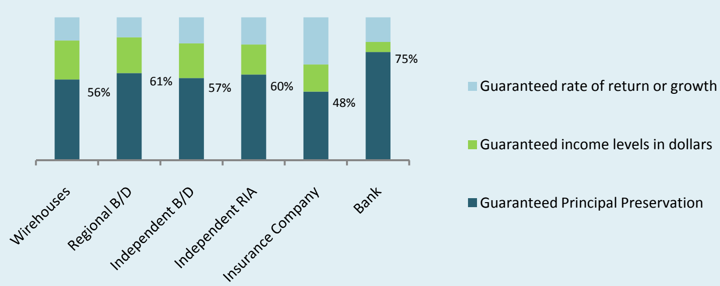
The Client Influence - Nearly every Advisor is discussing investment guarantees with at least some of their clients this year, and 84% indicated that this topic was being discussed more than it was a year ago.

- Clients are looking for principal preservation above all, hoping to stem the losses that they experienced in the past year.
- Advisors are facing a dilemma – while many clients are seeking more guarantees in their investments, Advisors need to balance this demand with their understanding of the clients' longer term risk profile – not just their current state of mind – and not over-invest in long-term guaranteed products that may not suit the client one, two, or five years from now.

What % Of Your Clients Have Spoken To You About Guarantees In The Past 6 Months?



What Are Clients Most Looking For From A Guarantee?



Actual content for unpublished reports may vary to reflect findings from the studies.