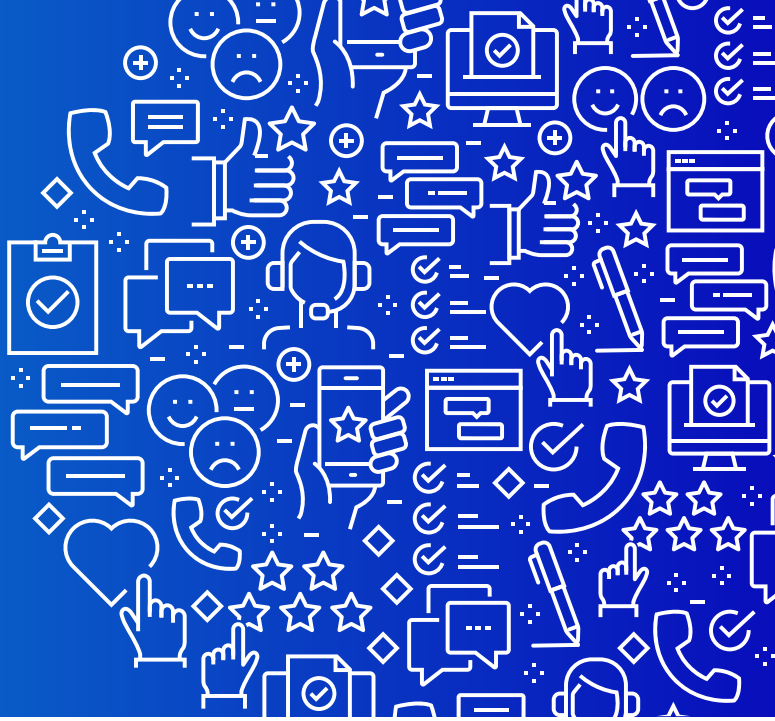
FI FINANCE ET INVESTISSEMENT

A survey to influence your industry



Each year, *Finance et Investissement* conducts several exclusive surveys in Canada, including the Brokerage Report Card. The survey allows investment advisors and portfolio managers to give their opinions on their relationship with their brokerage firm and with the industry.

These surveys help brokers identify opportunities for improvement and advisors gain a better understanding of their industry.

Who participates?

Investment advisors at major Canadian financial institutions, including bank-owned brokerage firms and independent firms. Portfolio managers, wealth management advisors, and dealing representatives who serve their own client books are also eligible. Each year, the study interviews around 200 advisors from eight firms. The interviews remain strictly confidential.

Why do we do this?

The surveys measure advisors' appreciation of their firm's support and leadership. It is not an awards contest or program, and it's not a ranking exercise based on firms' or advisors' sales activity, revenue, or assets.

The responses are analyzed by our editorial teams and result in a series of exclusive articles on industry trends published by *Finance et Investissement*. These results help brokers improve the way they support their advisors.

How do I participate?

Advisors are invited to complete a survey by telephone or e-mail. The research teams at *Finance et Investissement* and *Investment Executive* in Toronto, which also conducts its own survey component, conduct confidential telephone interviews with a representative sample of advisors. This method allows for open and frank conversations, contributing to the value of the research.

Advisors do not need to obtain compliance approval to participate in this survey. *Finance et Investissement* and *Investment Executive* are in contact with brokerage executives and communications departments throughout this project. Brokers do not pay to participate, and they have no control over who is surveyed.

Click here to see last year's results in French:
https://media-magazines.newcom.ca/uploads/html/FI_20230601/index.html#p=10

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Any questions?
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