



FINANCIAL
SERVICES INSTITUTE

VOICE OF INDEPENDENT BROKER-DEALERS
AND INDEPENDENT FINANCIAL ADVISORS

FSI Quarterly Survey
Business Impact
Questionnaire
Q4 2010

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Purpose, Process & Methodology

Purpose

- The purpose of this project was to gauge levels of awareness and/or concern within the investment advisory industry about a certain selection of topics.

Process

- Invitations were sent to members of the Financial Services Institute to participate in a survey created and implemented by DALBAR, Inc.

Methodology

- 13,747 financial advisors and 2,432 broker-dealer executives were asked to participate
- The survey was conducted between 11/10/2010 and 12/3/2010
- 980 financial advisors and 207 broker-dealer executives responded, representing response rates of 7.1 percent and 8.5 percent, respectively

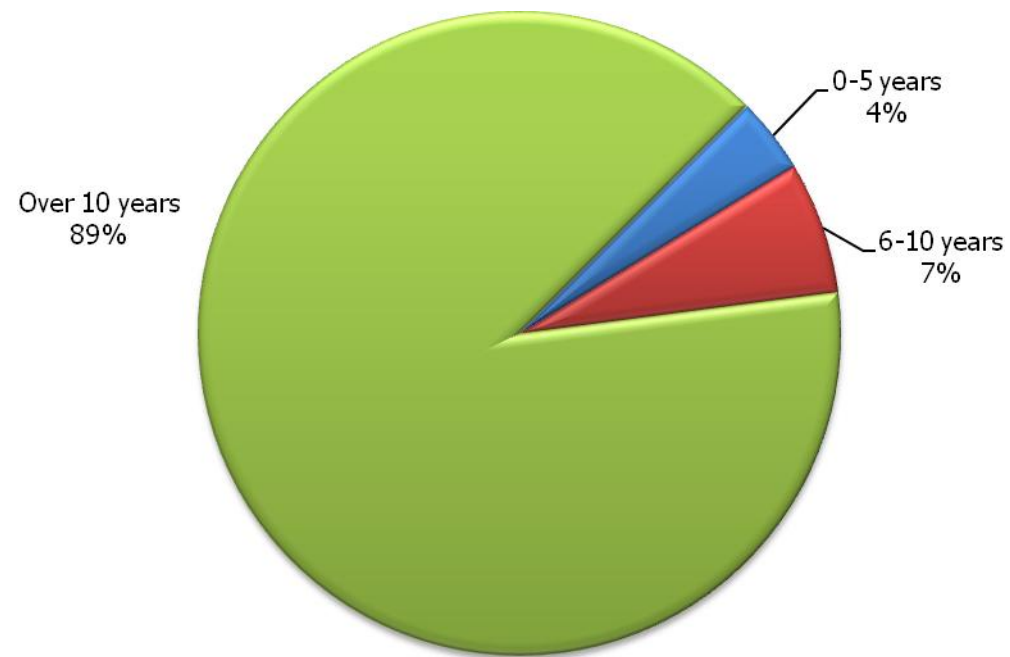
Additional Resources

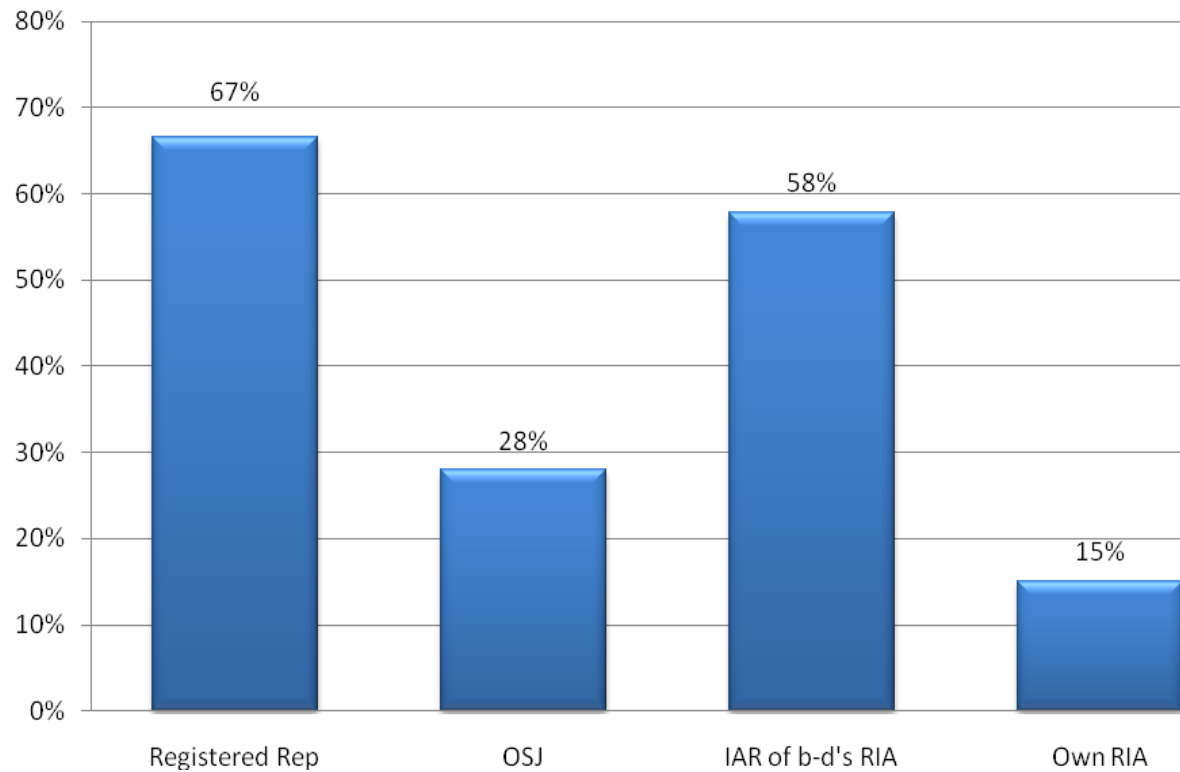
- Results from this survey are presented in this report in the form of statistics, without segmentation analysis, opinion or commentary.
- Further insights into the issues reported here are available from DALBAR through supplemental reports and in-person presentations.
- Available supplements include:
 - Analysis and recommendations for taking advantage of the results.
 - Discussion of practices currently underway in the industry.
 - Recasting results in a form more suitable to a specific firm.
 - Cross-tabulations that reveal a variety of subsets of the aggregate data presented here.
 - Customized surveys of advisors and/or clients.
- For further information contact:

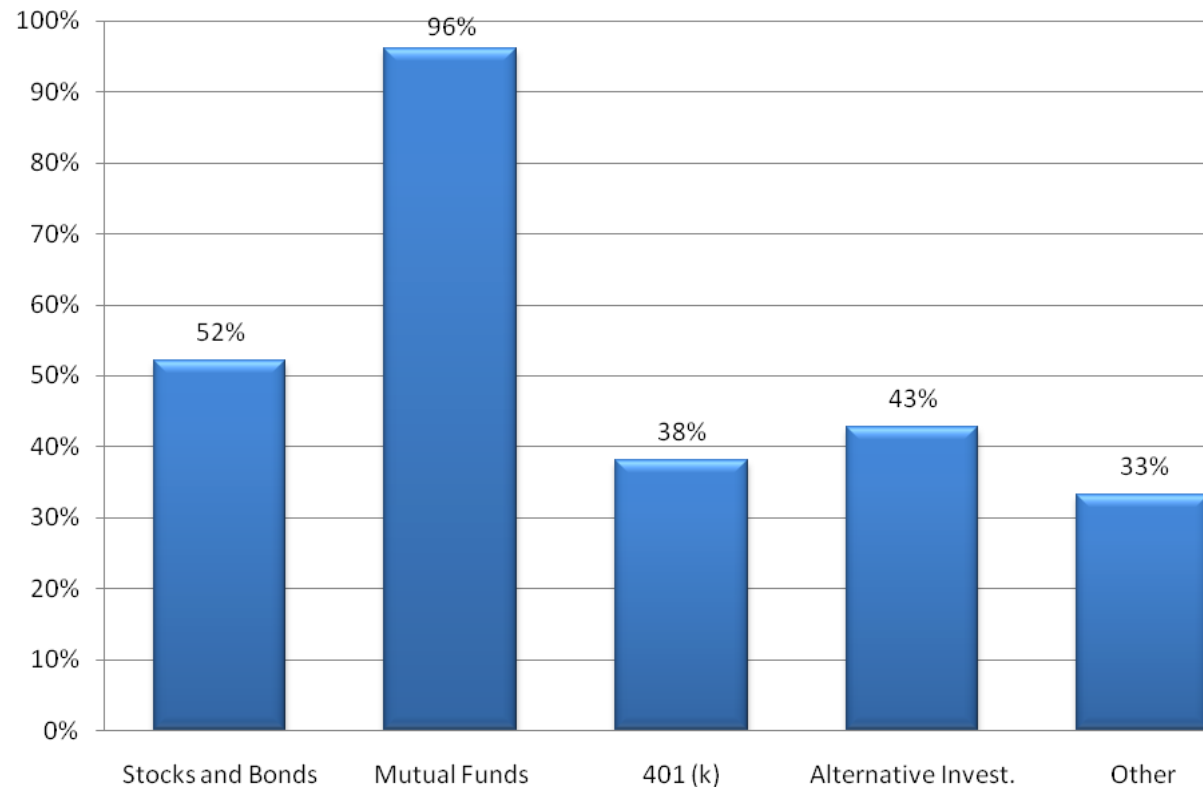
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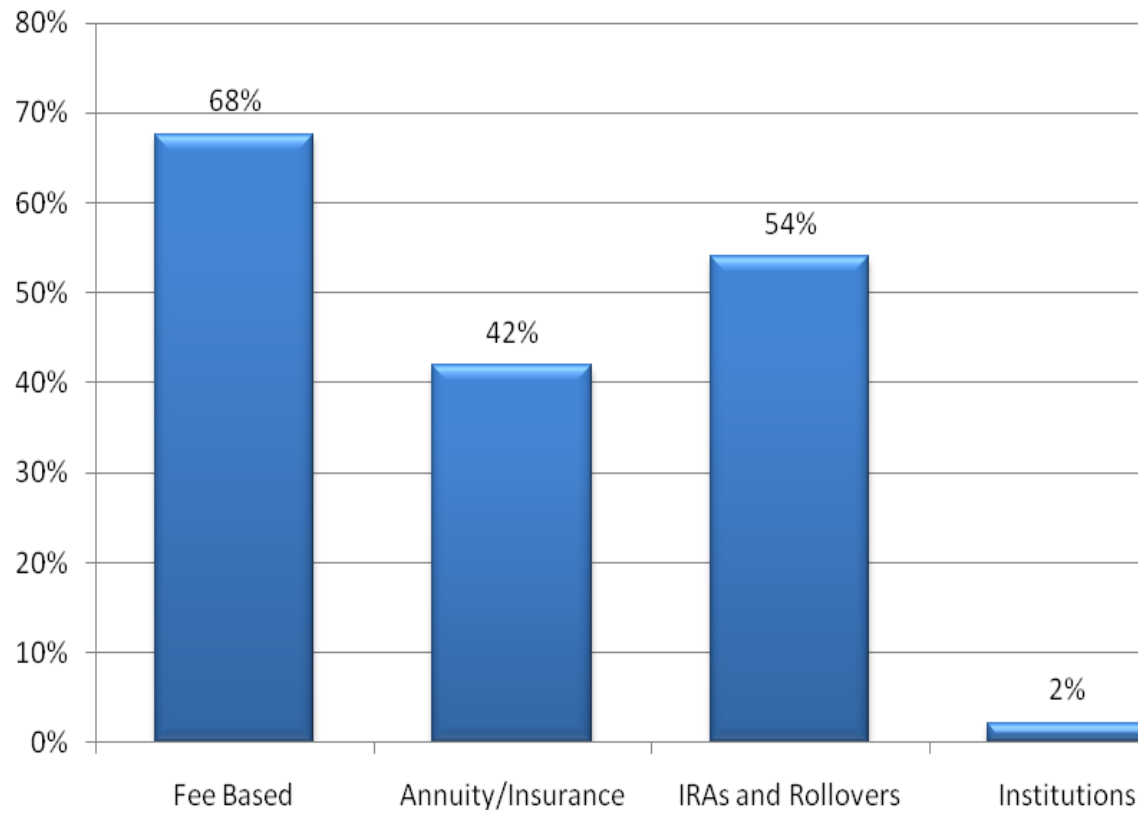
About Survey Participants - Advisors

Advisors: How long have you worked in the securities industry?

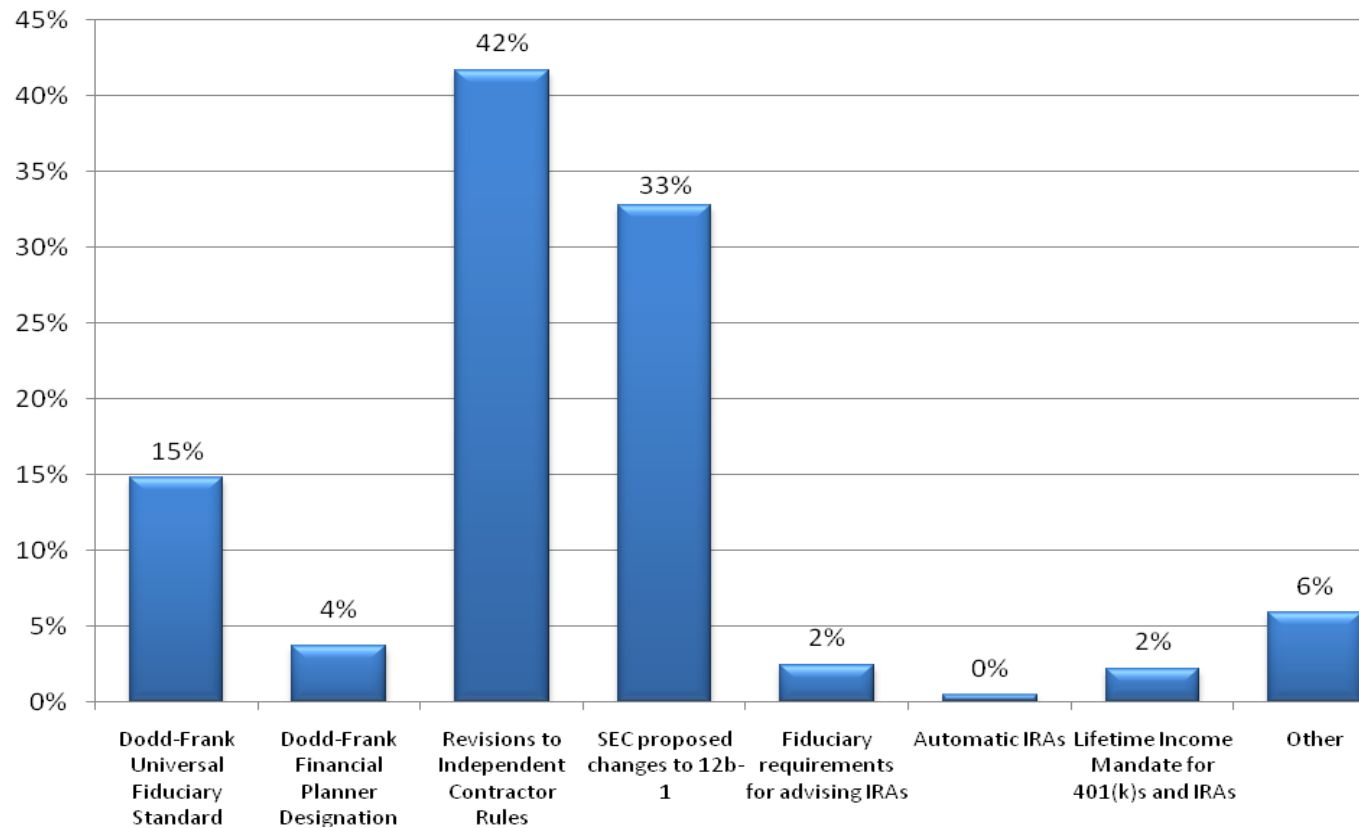


Advisors: Under what structure(s) do you operate?

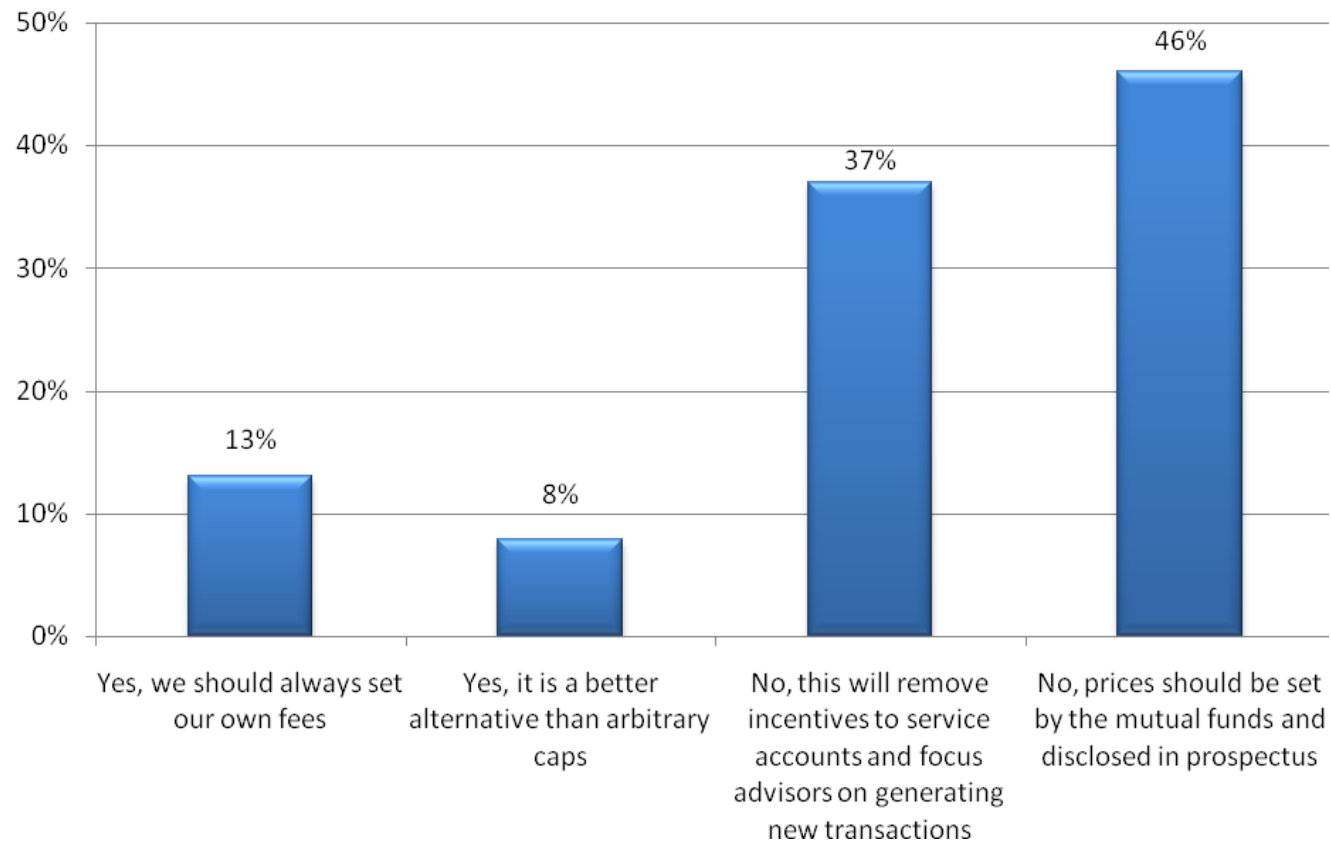
Advisors: What products do you use on a regular basis?

Advisors: Which category(ies) best describes your primary revenue source(s)?

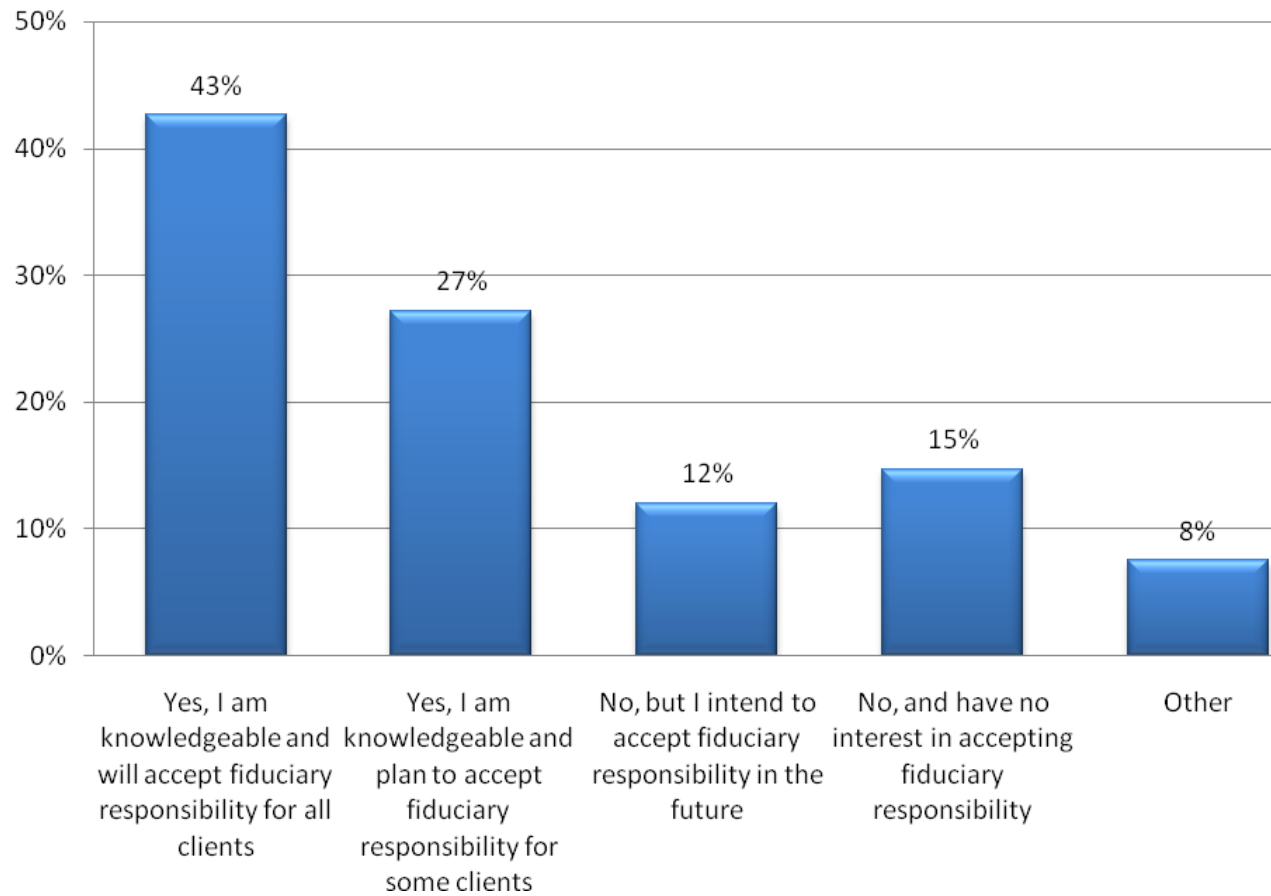
As your legislative and regulatory advocate, what should be FSI's highest priority for 2011?



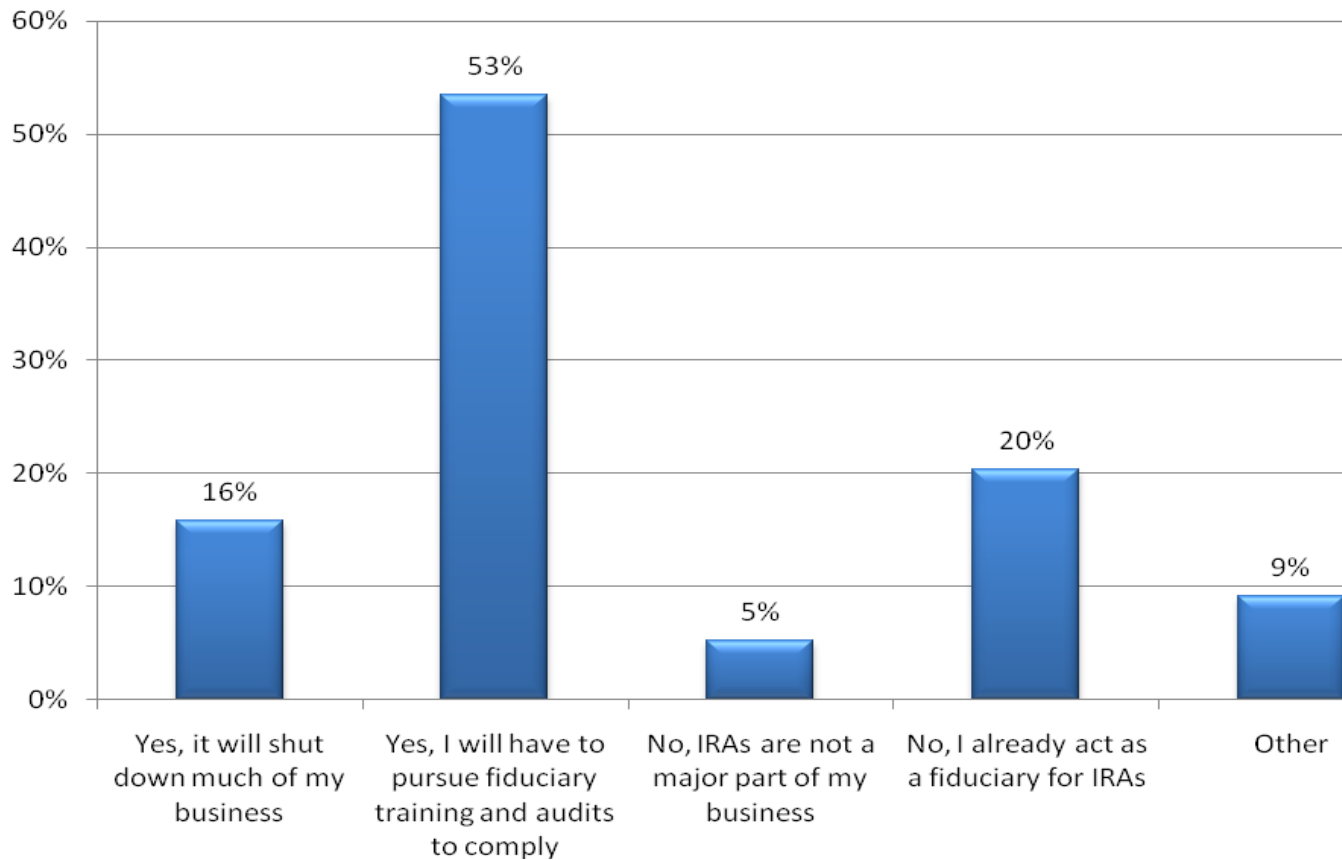
Do you support the SEC proposal to allow mutual funds to offer shares at NAV subject to a negotiated commission?



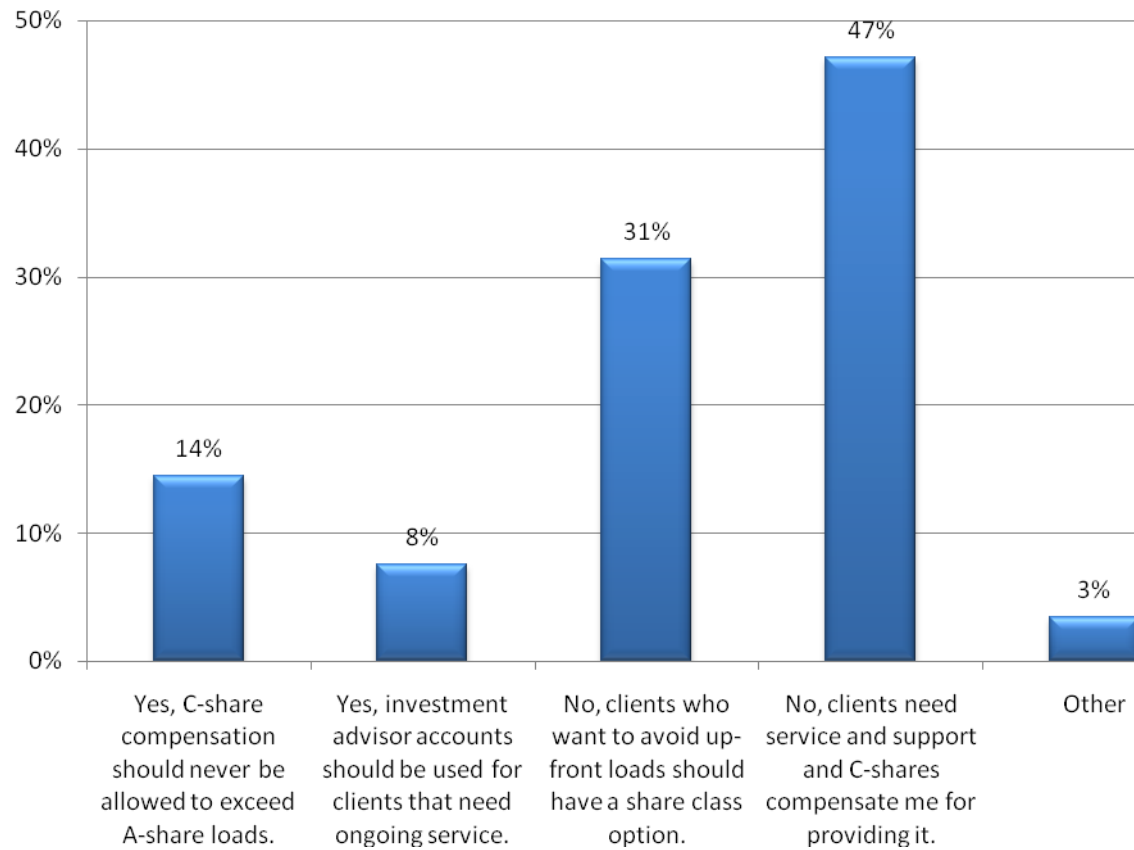
Are you prepared to act as a fiduciary, should it become a requirement?



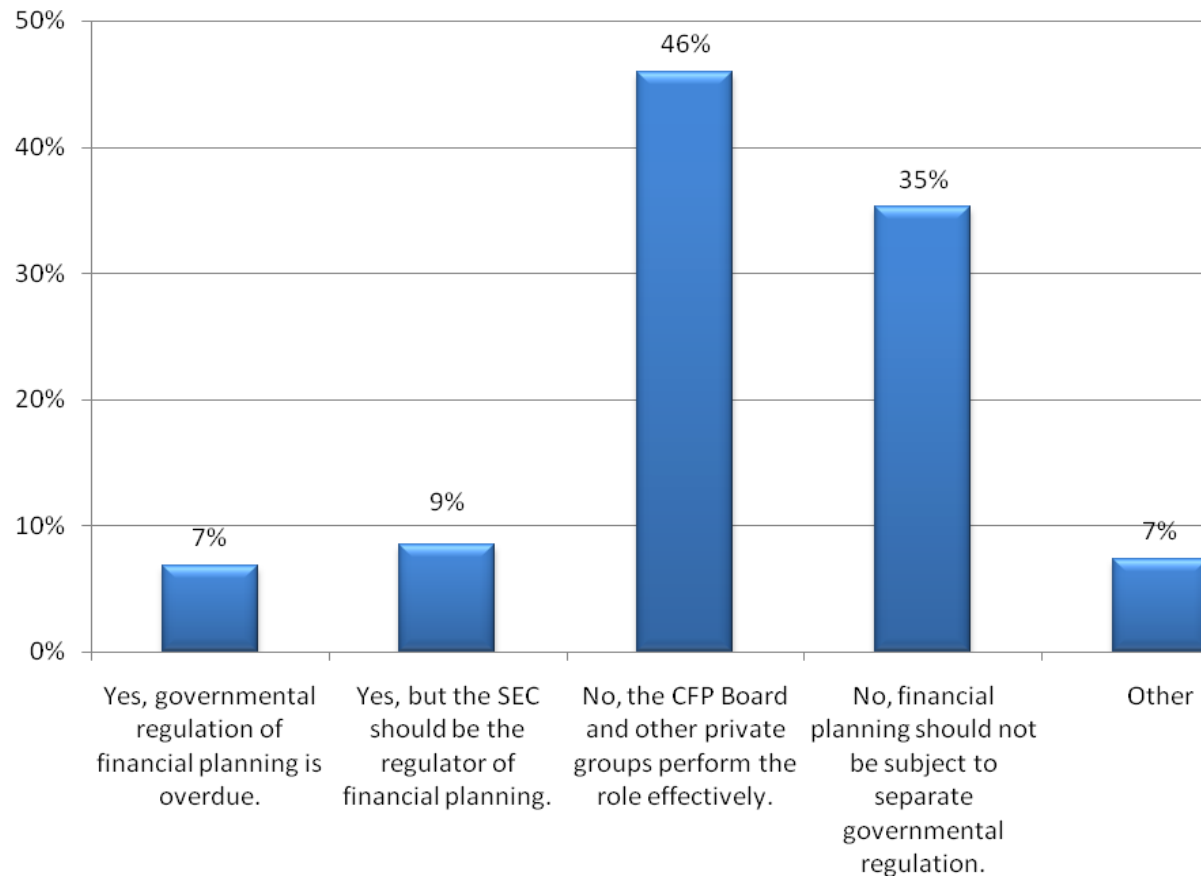
Will you be affected if the IRS mandates that investment advice to IRAs can only be provided by fiduciaries who are audited annually?



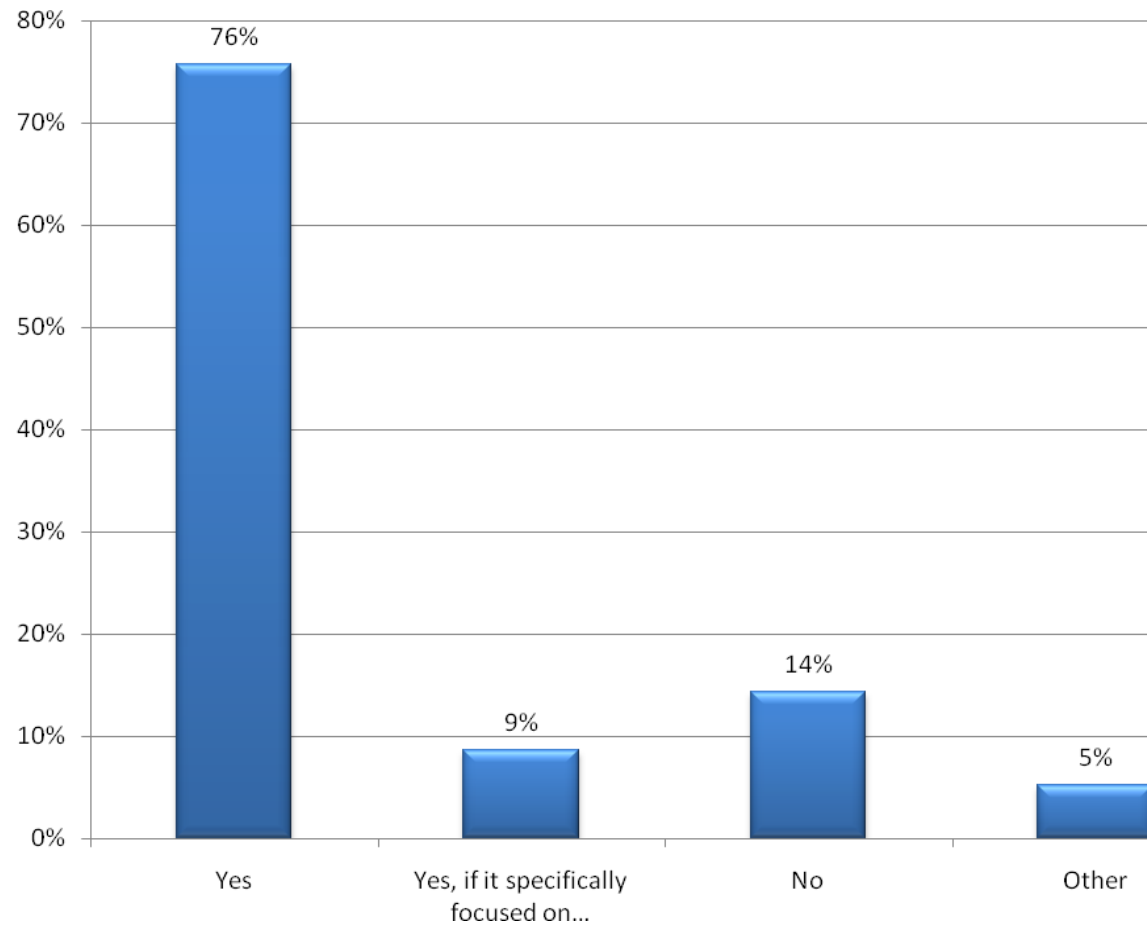
Do you support the SEC proposal to cap C-share compensation?



Would you be in favor of the creation of a new governmental regulator of financial planners?

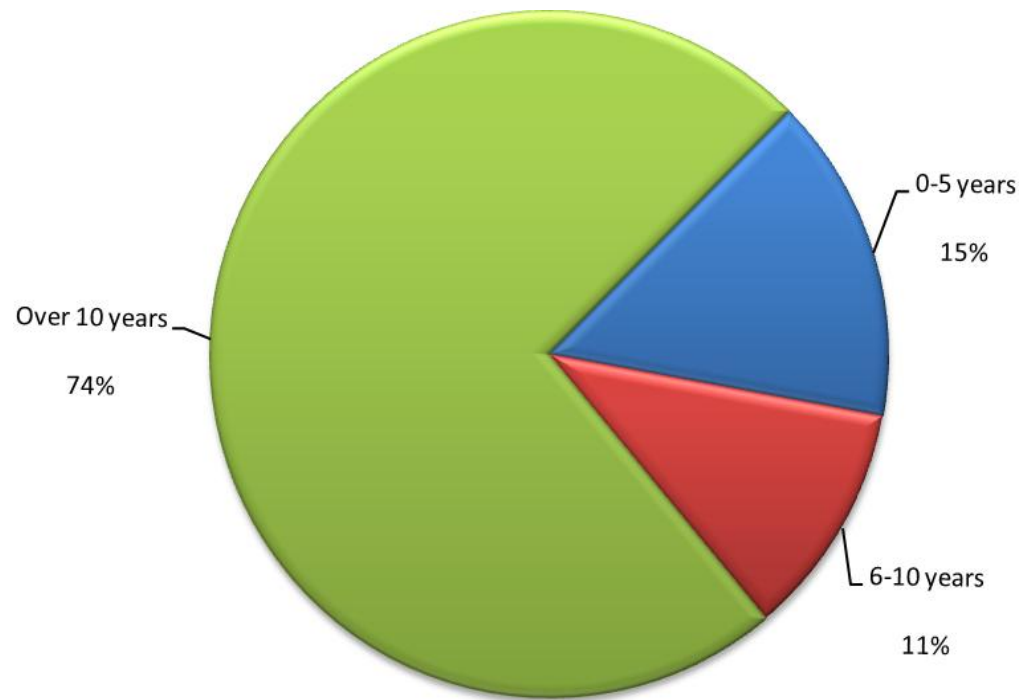


Would FSI advocacy on small business be helpful to you and your firm?

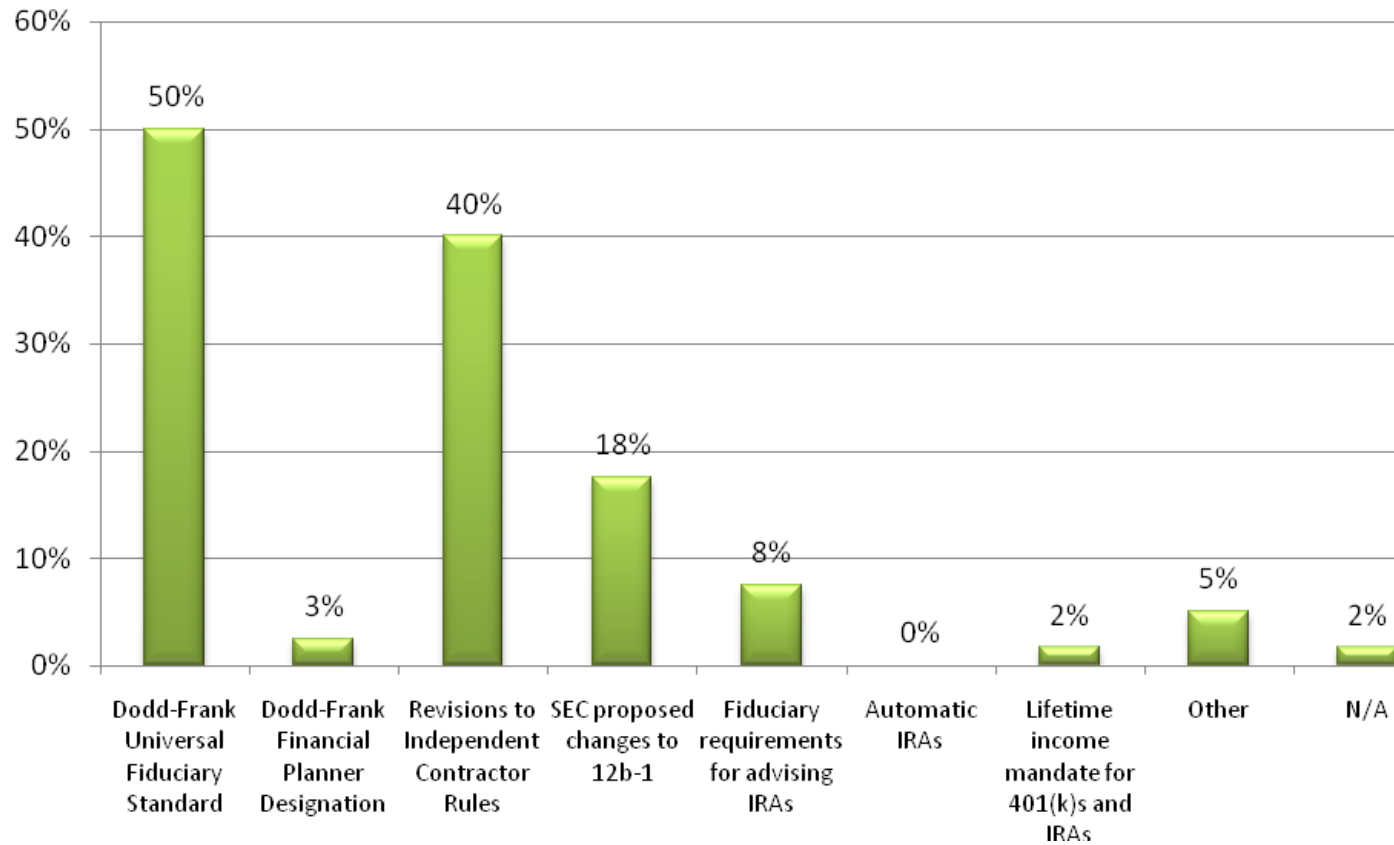


About Survey Participants - Executives

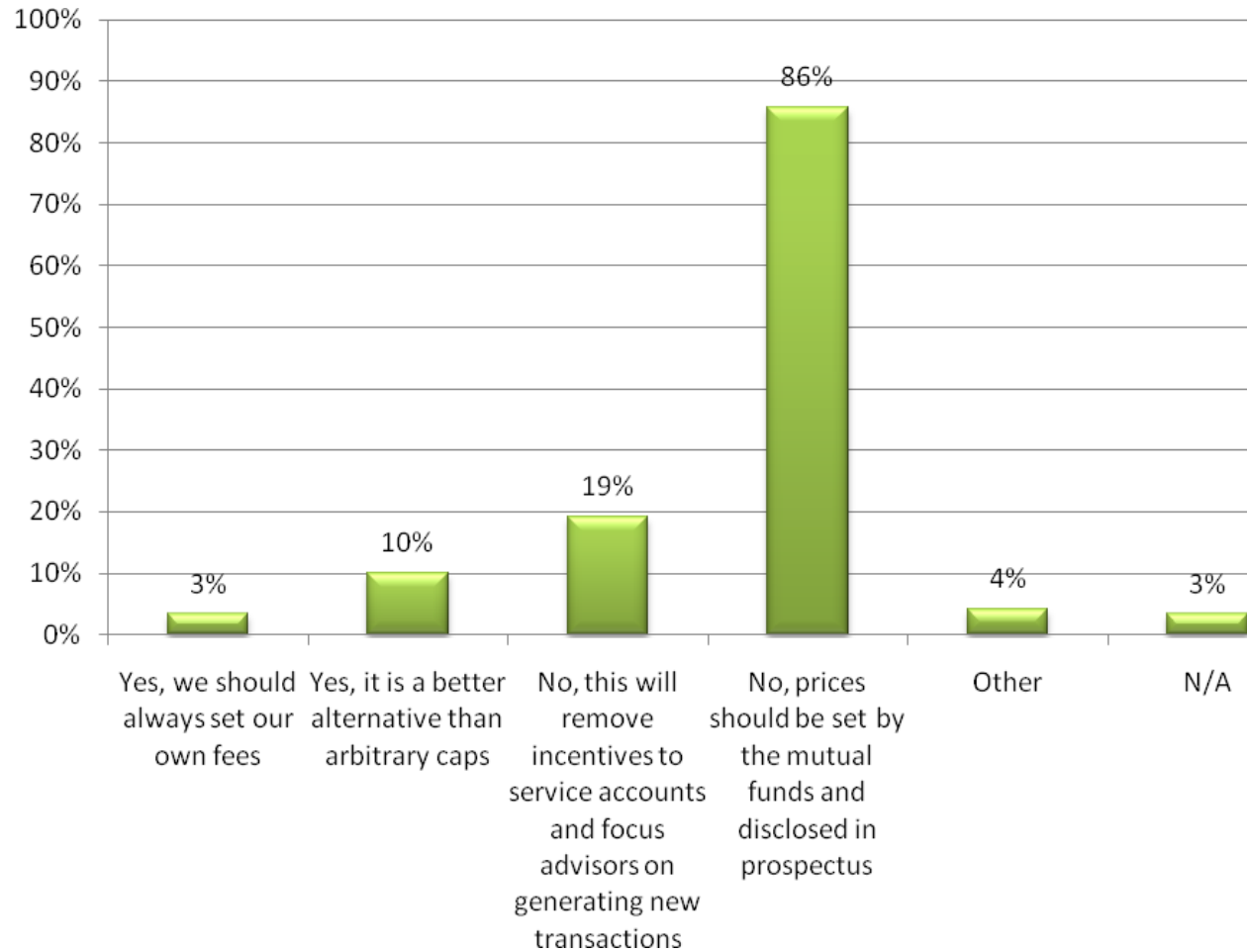
Executives: How long have you worked in the securities industry?



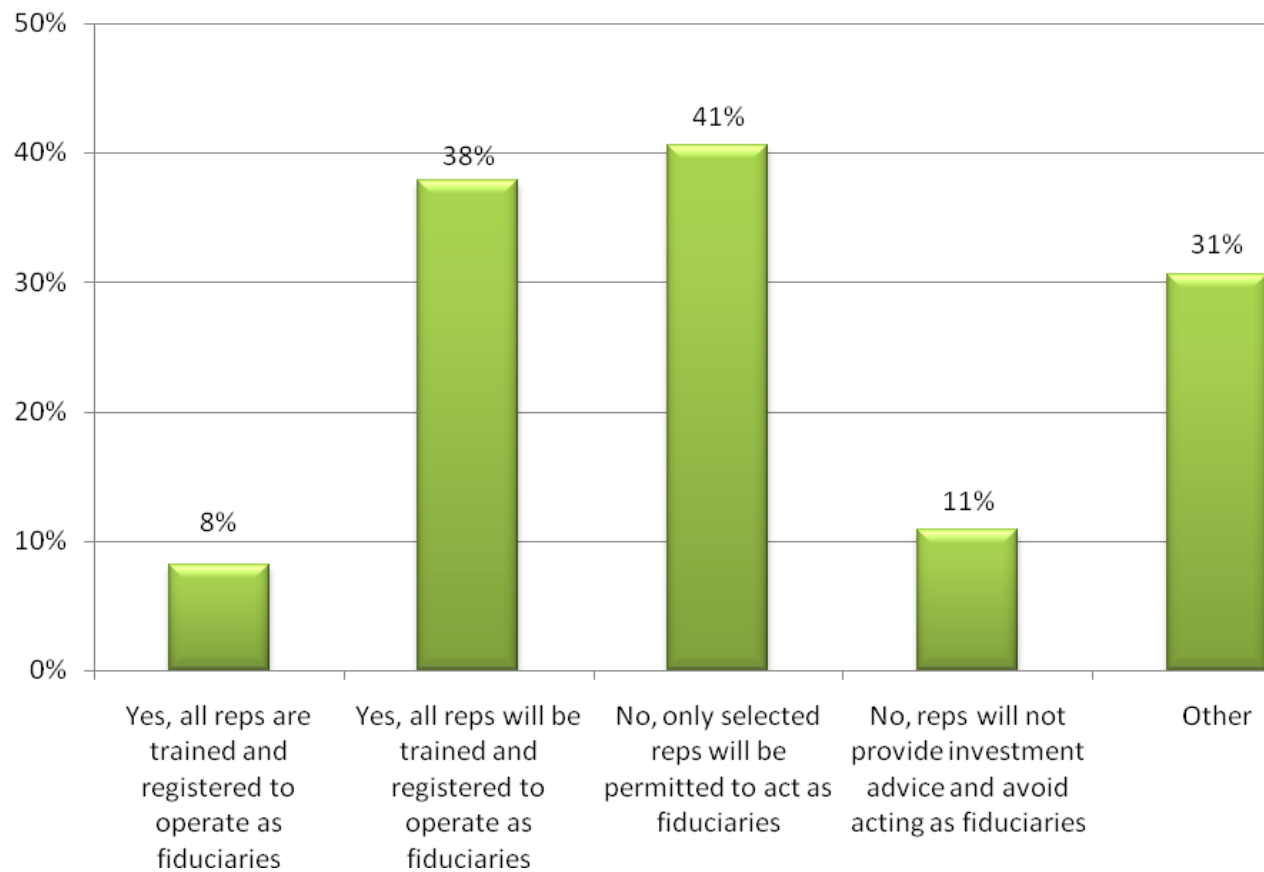
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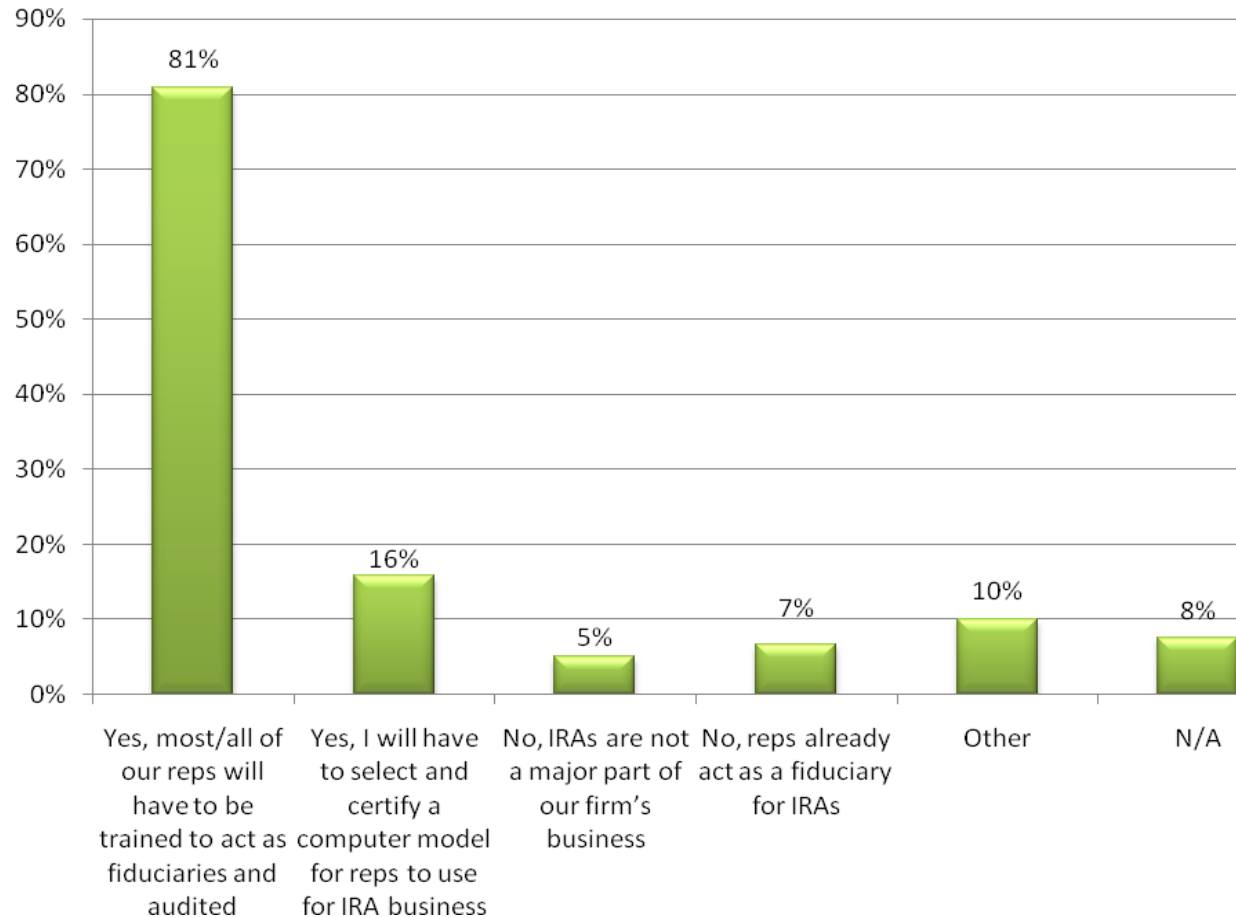
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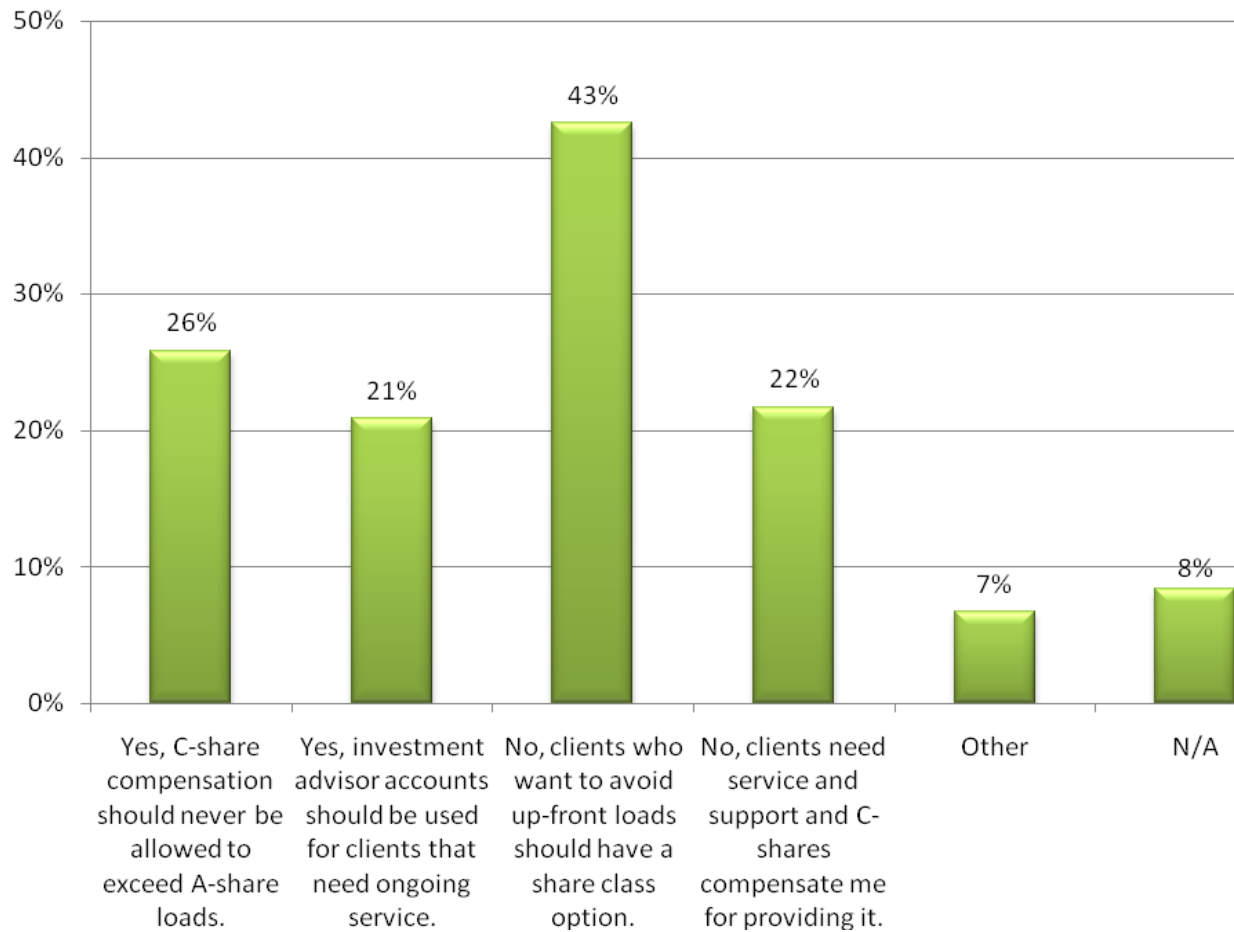
Is your firm prepared at this time to adopt a fiduciary standard, before it is required?



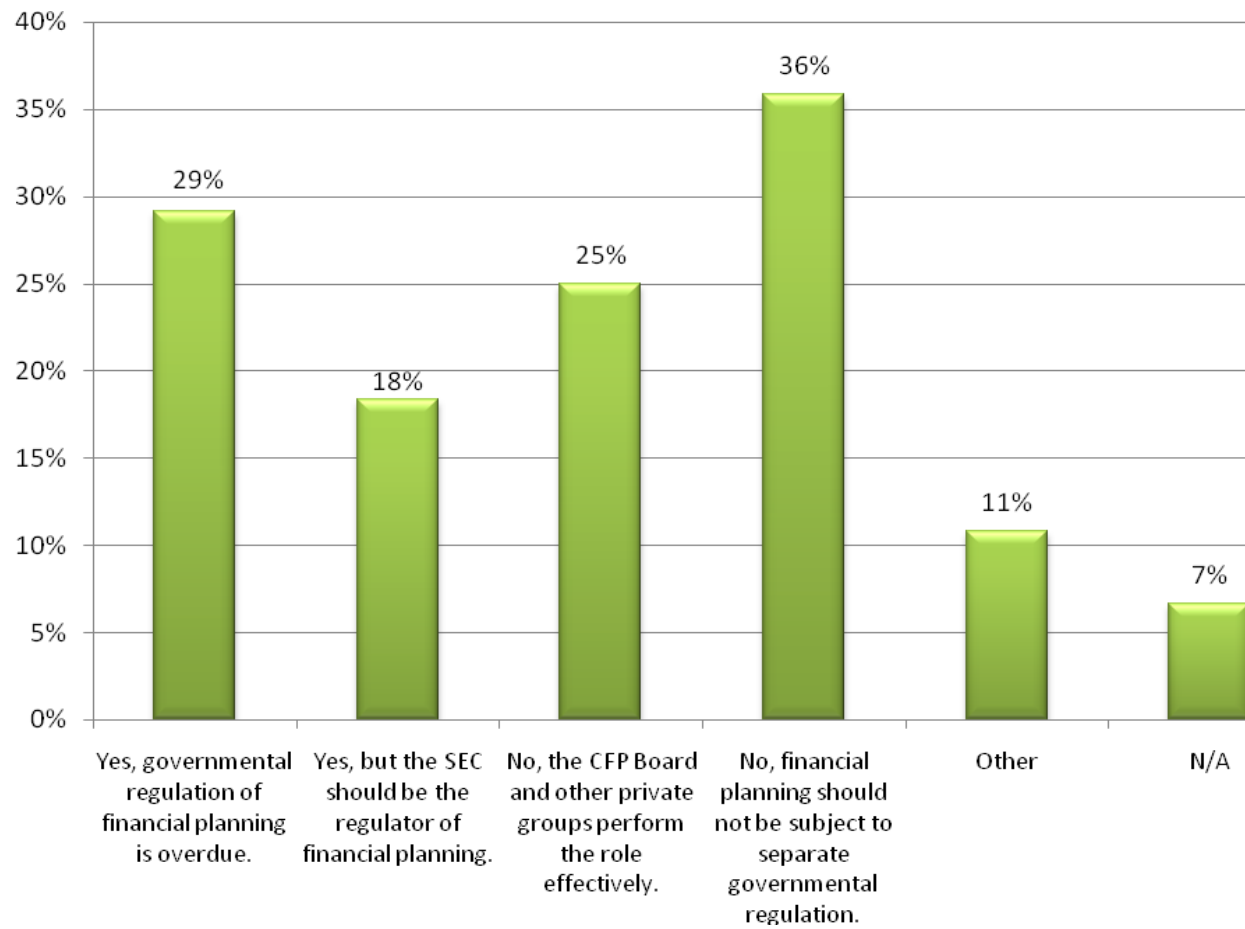
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Does your firm support the SEC proposal to cap C-share compensation?



Would you be in favor of the creation of a new governmental regulator of financial planners?



Would FSI advocacy on small business issues be helpful to your firm?

