



S TATEMENT T R A T E G I E S

Reports that provide the competitive edge

 **DALBAR**

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Reports that provide the competitive edge

Introduction

The statement is the most important ongoing communication used to build client relationships. It offers the single largest marketing opportunity to reinforce the firm's brand, products, capabilities and the partnership with the financial professional. The statement reflects all of the work and investment decisions designed to help clients pursue an improved financial future.

In light of the critical role that the statement plays in the overall client relationship, DALBAR has taken its vast and broad sweeping research in this area and created a comprehensive annual package of quarterly reports hyper focused on providing statement strategies that will provide your firm with the competitive edge.

Benefits

- Insights into practices that:
 - ▶ promote positive investor behavior
 - ▶ reduce costs associated with production, fulfillment and call center inquiries
 - ▶ support the role of the financial professional
- Identification and quantification of your firms' competitive standing
- Access to examples of best-in-class statements
- A report on areas of recent innovation and forward trends in statement design and/or content
- A detailed assessment of your firm's statement
- Survey of advisor statement preferences to identify the elements of the statement that are deemed most valued by advisors.
- Adoption rates for the most common communications sent to investors
- Public recognition of industry-leading statements, when applicable
- Access to DALBAR experts to answer questions and provide guidance



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Q4 2014	Trends & Best Practices in Investor Statements	<ul style="list-style-type: none"> ✓ Overview of the overall landscape in statement design and content ✓ Best practices and emerging trends ✓ Statement ranking and benchmarking ✓ A full description and breakdown of the criteria used to evaluate statements ✓ Access to images of each channel's top statements
Q1 2015	Gap Analysis of your Firm's Statement	<p>A detailed assessment of your firm's statement, identifying areas for improvement and providing examples of best practices for those areas. The report includes:</p> <ul style="list-style-type: none"> ▪ Results Overview: An overview of the statement's performance in DALBAR's <i>Trends and Best Practices</i> evaluation. ▪ Gap Analysis: An explanation of where and why the statement lost points, which includes: <ul style="list-style-type: none"> ✓ Priority Improvements: A key to help project managers identify improvements that are critical important or for consideration. ✓ Best Practices: When available, DALBAR offers industry-leading examples for improvements deemed critical and important. ✓ Evaluation Methodology: A description of DALBAR's approach to evaluating print communications. ✓ Evaluation Criteria: An in-depth look at DALBAR's evaluation criteria. <p>In addition, an hour of consultation with DALBAR Communication Experts is provided.</p>
Q2 2015	Advisor Priorities for Client Reporting and Investor Statements	<p>Identifies what advisors want from brokerage and investment firms when it comes to client reporting and investor statements. Advisors will be asked what they feel must be included in the financial information they share with their clients that will:</p> <ul style="list-style-type: none"> ✓ Increase client loyalty ✓ Reinforce a sense of trust and confidence among clients



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		<p>who may have become disillusioned due to market and economic turbulence.</p> <p>The report will include:</p> <ul style="list-style-type: none"> ✓ Executive Summary – A broad overview of findings. ✓ Detailed Findings – Specific findings supported by DALBAR analysis, insight into industry leaders and best practice examples when appropriate. ✓ Feature Rankings – A ranking of the priorities identified by advisors.
<p>Q3 2015</p>	<p>Trends & Best Practices in Tax Reporting</p>	<p>Helps firms improve the effectiveness of the information that is provided to investors to prepare tax returns. Tax reporting includes the tax forms (1099-DIV, 1099-B/Cost Basis), tax guides and/or any brochures that accompany the tax forms.</p> <p>The report includes:</p> <ul style="list-style-type: none"> ✓ Overview of the overall landscape in tax reporting design and content ✓ Best practices and emerging trends ✓ A description and breakdown of criteria used to evaluate the tax information ✓ Access to images of industry best practices ✓ Gap analysis of your firm’s tax reporting also available for an additional fee

Cost

The cost for Members of the DALBAR Advisory Board for Client Reporting is \$8,500.

The cost for non-members is \$10,000.

Questions?

For more information about the Statement Strategies Package, please contact Brooke Halloran at 617.624.7273 or bhalloran@dalbar.com.