



# Ipsos Reid

## The Full Service Brokerage Report—2006



### A Syndicated Study Prospectus

#### The Full Service Brokerage Report 2006 is Now Available

The report provides information on investors' use of, choice of and loyalty to full service brokerage providers. Highlights include:

- A profile of full service brokerage users with average household financial assets of \$500,000
- Attitudes and behaviour patterns of full service brokerage users toward advisors and companies
- Drivers of satisfaction and loyalty
- A detailed look at the \$500,000+ asset group
- Full competitive profiles based on main users of BMO Nesbitt Burns, CIBC Wood Gundy, National Bank/Levesque Beaubien, RBC Dominion Securities, ScotiaMcLeod and TD Waterhouse.

Implications and recommendations in the report provide input into corporate strategy, branding and communications, including identifying specific opportunities for building business among targeted segments, both current clients and prospective customers.

#### Some Findings...

- Full service brokerage users are educated and knowledgeable about investing... but prefer to leave things to their advisors
- Advisors drive relationships
- There are few barriers to switching
- Full service brokerage is about more than just investment advice
- Companies can differentiate themselves... and some have

#### Table of Contents

The report is structured as follows:

- Executive Summary
- Conclusions and Implications
- Introduction
- Profile of Full Service Brokerage Users
- Full Service Brokerage Relationships
- Activity in Full Service Brokerage Accounts
- Use of Investment Channels
- Satisfaction and Loyalty
- Competitive Analysis
- High Asset Full Service Brokerage Users

#### Sample

Survey respondents were selected from Ipsos Reid's national online panel of Canadian households. To qualify, all respondents had to have a minimum of \$100,000 in household financial assets. The total sample size of 1,515 full service brokerage users allows you to look at results for different asset groups: \$100,000 – \$250,000, \$250,000 – \$500,000, \$500,000 – \$1,000,000 and \$1,000,000 or more.

#### Deliverables

Deliverables for the survey include:

- A written report incorporating Strategic Implications, a detailed Executive Summary and a comprehensive set of support charts and tables
- One formal presentation of findings in Toronto (additional charges could apply for travel outside Toronto and/or for multiple presentations)
- A CD-ROM containing an electronic version of the report and detailed data tables



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## Subscription cost

The cost of the *Full Service Brokerage Report* is \$33,000 CDN plus applicable taxes.

## Fax-back Subscription Request:

### Full Service Brokerage Report – 2006

To: Ipsos Reid Corporation

Attention: **Harriet Shenken**

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