

INVESTMENT EXECUTIVE

REPORT CARD ON BANKS

2025

What is it?

Conducted in its current form since 2016, with specific focus on branch-based financial planners and advisors at Canada's Big Six, the Report Card on Banks (RCB) is an in-depth, qualitative, sentiment-focused survey of professionals in that space. All advisors interviewed (who are, at minimum, mutual fund registered) work for one of the Big Six and rate that institution, based on their experience building books and/or serving investment clients at the institution with which they work. The research is conducted and published exclusively by *Investment Executive (IE)*, owned by Newcom Media Inc.

Why is the research conducted?

The Report Card series, of which the RCB is one part, is conducted to measure advisor sentiment across a range of topics – it's not an awards contest or program, and it's not a ranking exercise based on firms' or advisors' sales activity, revenue or assets. Respondents rate their firms' support services and leadership in a range of more than 20 categories on a scale of zero to 10. The results provide a valuable, thematic industry snapshot and help the big banks understand how well they're supporting their planners or advisors, and where to invest in the business. For a planner or advisor, the survey results show whether their views match those of their peers and how well other banks are supporting advisors in the areas assessed. The Report Cards track broad industry trends.

The methodology and why advisors can take part

IE's team of research journalists conducts confidential and anonymous phone interviews with advisors. They use several methods to locate and contact advisors, and the banks are aware they'll be emailing/calling in April through early June each year. The research calls are not media interviews, so compliance approval is not required. *IE* is in contact with banks' leaders and communications departments throughout this highly valued and approved project, for which the institutions do not pay to participate or have control over who is surveyed. Note that advisors' names, personal and business details will never be published or identified, and their responses remain anonymous. The anonymity of the calls enables open, candid conversations, contributing to the value of our research.

Have questions? Please contact research editor Katie Keir to find out more.

Katie Keir

katie@newcom.ca

416-847-5116

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