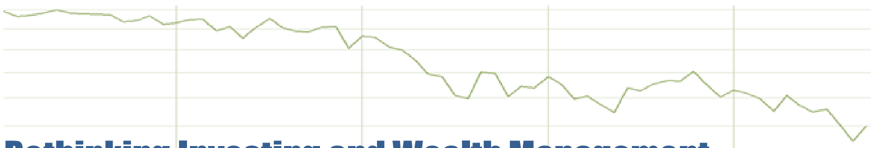
Rethinking Investing & Wealth Management

Boxed In: Boomers & the Crisis

An EKOS Public Opinion Syndicated Study | 2009/2010



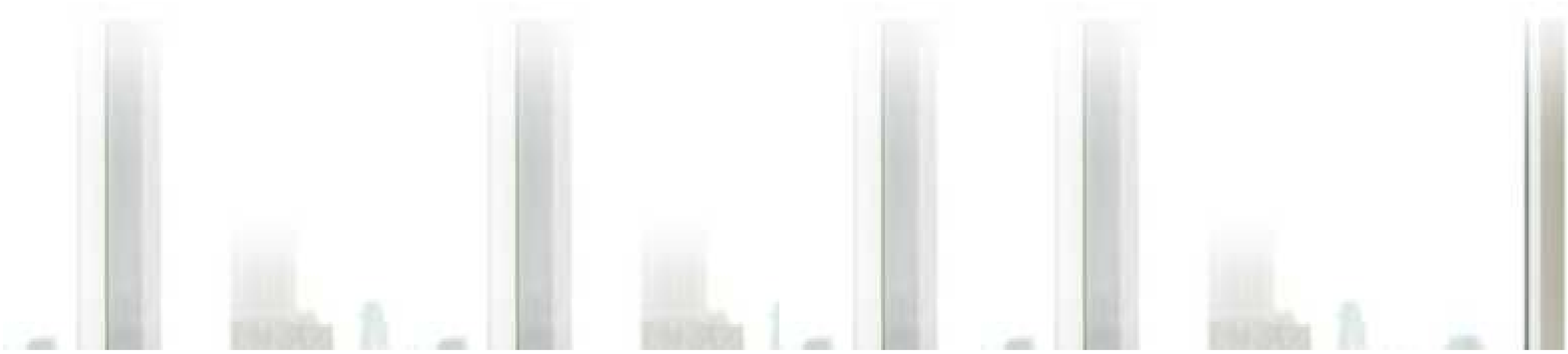
Rethinking Investing and Wealth Management is a new syndicated study designed to help your organization better meet the challenges in understanding and retaining an important segment of your clients – the Baby Boomers. This syndicated study is designed to provide actionable and practical research intelligence that will better enable you to position your services in an atmosphere that has become increasingly reactive and unstable.

The sharp downturn in the economy has upended conventional wisdom and shattered many dreams about cruising gently into a soft retirement. The front half of the Baby Boomers, a generation that is used to leading the way and setting society's norms, is suddenly finding itself boxed in – and research shows that boomers are angry and not a little disconcerted.

Our surveys also show that the current market crisis has caused significant reputational damage to the entire financial industry, and nowhere more so than to investment advisors and brokerages. In terms of client relationship management, investment firms and advisors are dealing with an increasingly angry, distrustful and fearful client base.

Fast approaching retirement and contending with heavy financial losses, many Boomers are dramatically altering their retirement expectations. The crisis has created a need for asset accumulation at the very life stage where risks are usually shunned.

While these investors remain in need of sage advice, sound planning and astute wealth management – now more than ever – the crisis has changed their outlook on traditional relationships with investment firms. But how much has it changed? What are Boomers going to do next? How can investment firms deal with the fallout? And how can they rebuild relationships?



What do you get?

With EKOS syndicated studies, partners can expect much more than an off the shelf report.

Core Partners receive the following core deliverables in both Waves…

- Two proprietary closed-ended questions;
- A customized presentation of research findings (GTA only);
- Detailed statistical tables with customized subgroup breakdowns;
- Comprehensive *Baseline Report* on core findings and detailed analytic report that will feature an in-depth analysis of Early (45 to 54) and Late Boomers (55 to 64);
- The option to purchase additional questions and customized analyses.

Full Partners receive all core deliverables above plus…

- An additional 8 proprietary closed-ended questions (for a total of 10);
- Influence over subject areas being explored;
- High Net Worth Module (a detailed examination of investors with at least $500,000 or greater in investable assets);
- Design consultation meeting with EKOS senior staff;
- A custom proprietary report analyzing competitive position and how to most effectively leverage brand position.

The **Core Partner** subscription is priced at **$17,500** per year.

The **Full Partner** subscription is priced at **$35,000** per year.

Customizable Options

All partners have the option to take advantage of some of the unique and customizable features of this study.

Partnership-specific client sample:

Incorporate a sub-sample of your own clients in the study – this option allows partners to have a robust examination of how their existing clients may respond to the study issues, and requires a client database. Once supplied, it can be seamlessly incorporated into the overall sample, while at the same time segregating the results for proprietary reporting.

Proprietary questions:

- ✓ $750 each (closed-ended);
- ✓ $1,000 each (open-ended)

Sample boosting:

If there is an interest in targeting hard to reach segments (e.g., high net worth), availability is limited and pricing will be provided on an ad hoc basis.

Study Issues

Our intention is to conduct the research in two Waves which will track a number of key core items and also focus on distinct issues in each Wave. Issues that will be explored in the Spring of 2010 will largely be dictated by findings from the Baseline survey of Fall 2009.

Issues will likely include:

Assessing the Fallout

What impact has the crisis had on (Early and Late) Boomers? What do they expect moving forward? Who is feeling boxed in?

Reputation Management

There has been significant reputational damage at the industry level, for organizations and especially for trusted advisors. What do clients expect investment advisors to do to regain their trust? What strategies will work best?

Client Loyalty, Retention and Migration

What motivates investors to remain loyal during difficult times? What options are being explored by investors (e.g., self-directed investing)? How can organizations best manage client migration?

Strategies for Boxed in Clients

What are the key needs of these investors who are feeling boxed in? What will most effectively motivate them to recognize the need for advisory and wealth management services?

Return vs. Risk

What are the best options for clients who are short of time to repair portfolios?

Retirement Planning

Increase investment returns or keep working well beyond retirement age – that is the bleak option facing many middle aged Canadians. How can investment advisers help clients to cope best with this reality? Of the various strategies possible, which appeals most to the various segments of the pre-retirement market? Does anyone have a better idea?

Timeline

This survey will be conducted semi-annually in two distinct Waves (pending sufficient client buy-in) according to the following schedule:

Wave 1

Client consultations – Fall/Winter, 2009

Drop-dead date for questions – Dec. 29, 2009

Field launch – Jan. 4-15, 2010

Topline – Jan. 22, 2010

Final custom report – Feb., 2009

Customized presentation – To be determined

Wave 2

Client consultations – Spring, 2010

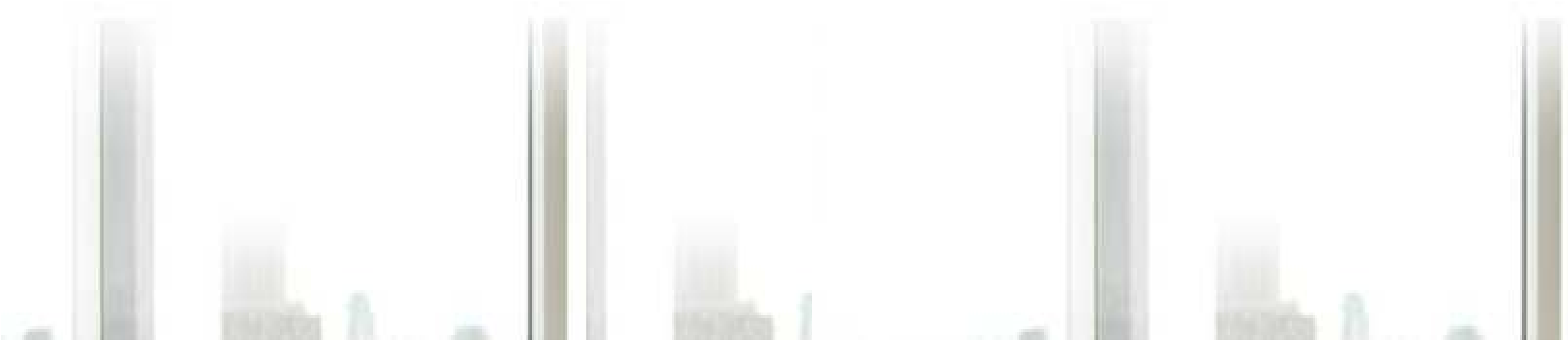
Drop-dead date for questions – May 28, 2010

Field dates – June 1-15, 2010

Topline – June 22, 2010

Final custom report – July, 2010

Customized presentation – To be determined



Methodology

The study will feature:

A Baseline survey of pre-retirement Canadian investors (45 years of age and older)

- A survey of 2,000 investors using our hybrid telephone/online methodology;
- Full Partner subscriptions will also include an additional 500 respondents with $500,000 or greater in investable assets.

Pending client buy-in, the product will be fielded semi-annually with two surveys being fielded per year.

This study will utilize EKOS' innovative Prob*it* panel. Prob*it* uses a hybrid telephone/online approach that allows us to incorporate non-Internet users into the sample. It is particularly useful when looking at older investors.

Most importantly, Prob*it* uses a purely randomly-selected panel that produces statistically reliable and proportionally representative data. Many online panels feature self-selected participants and are neither exhaustive nor randomly recruited. Without a randomly-recruited sample, clients are unable to infer results to the population being sampled with any scientific confidence. Prob*it* avoids these methodological pitfalls.

For more information please contact:

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