

RAYMOND JAMES®

To: Clients of Raymond James Qualicum Beach Branch

From: David Nellist

Subject: Recent client survey results

Date: October 29th, 2020

Our highest priority is ensuring we are delivering an outstanding level of service to our clients. The client survey that we sent out recently was a critical first step in that process, providing us with meaningful feedback on how we are doing, and what we can improve on.

We are pleased to share the following results:

Our overall satisfaction rating was 90%

93% approval rating on "advisor helps me define financial goals and objectives"

89% approval rating on "advisor adds value beyond investment performance"

90% approval rating on "I feel financially secure"

Our team has worked very hard to deliver this service level and the resulting feedback is gratifying.

There is, of course, always room for improvement. Based on the feedback, over the next year we will focus more on the following:

- 1) Tax saving strategies
- 2) Services to support Executor / Power of Attorney including Trustee services
- 3) Managing wealth across generations

I would also like to share how we will manage our client contact process going forward:

- 1) A review of our client appointment rotation / scheduling to ensure an appropriate appointment frequency is in place.
- 2) Review / update personal meeting planner by client
- 3) Client access to our educational library of articles / group workshops (when allowed).

Thank you to all who participated in the survey.

Sincerely,



David Nellist, CFP
Senior Financial Advisor
Branch Manager

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