Family Office

Online Survey

Individual Response Report

Month, 200X

Independently and confidentially conducted by:

CLIENT ◈ OPINIONS

MARKET-DRIVEN THINKING

www.clientopinions.com

Survey Participants			
#	Name	#	Name
1	Abbie Smith	26	Daniel Lennior
2	John Talberg	27	Michael Vice
3	Paul Corey	28	Douglas Palchik
4	Jake Lane	29	Debbie Vogue
5	Denise Koslowski	30	Mary Stanton
6	Kathleen Lake	31	Dale Todd
7	David Heath	32	Elizabeth Zeigler
8	Richard Darling	33	Woody Elliot
9	Brenda Pepper	34	John Eton
10	Sandy Pepper	35	Kenneth Vance
11	Brandon Landing	36	Bryan Carnaughan
12	Suzan Astro	37	Thomas Tad
13	David Main	38	James Farber
14	Terry Maier	39	Ralph Post
15	Mathew Pollick	40	Louise Nottingham
16	Kimberly Null	41	Nancy Kerrigan
17	Samantha Yellick	42	Terry Mayor
18	Bob Dillion	43	Jason Magoon
19	Christopher James	44	Karen Olshansky
20	Pat Thomas	45	Brent Johnson
21	Nicholas Manning	46	Lucy Vescuchinno
22	David Thompson	47	Sandy Dale
23	Paul Mitchell	48	Matthew Stevenson
24	Amar Lambing	49	Erin Talberg
25	Leanne Belk	50	Bethany Hart

Please Note: This report is a sample and, therefore, only includes information for one (1) survey respondent.

Abbie Smith

#	Question	Response
Q1	**What immediate thought comes to mind when you think of this firm?**	Helpful
Q2	**How would you best characterize this thought?**	Mostly Favorable
Q3	**How do you feel about your relationship with this firm today versus a year ago?**	Better
Q4	**Which of the wealth management services offered by this firm do you utilize?**	
	Investment Management	Investment Management
	Fiduciary Services	Fiduciary Services
	Banking Services	Banking Services
	Lending Services	
	Estate Planning	
	Tax Planning	
	Risk Management	Risk Management
	Business Planning	
	Philanthropic Planning	Philanthropic Planning
Q5	**Please rate your satisfaction with the following services:**	
	Investment Management	Very Satisfied
	Fiduciary Services	Very Satisfied
	Banking Services	Satisfied
	Lending Services	
	Estate Planning	
	Tax Planning	
	Risk Management	Satisfied
	Business Planning	
	Philanthropic Planning	Very Satisfied
Q6	**Please provide any suggestions on how this firm can improve:**	
	Investment Management	Send my statements at the 1st of the month, so I know what's going on.
	Fiduciary Services	-
	Banking Services	Let me know in advance when I have cd's up for renewal.
	Lending Services	
	Estate Planning	
	Tax Planning	
	Risk Management	-
	Business Planning	
	Philanthropic Planning	Send me a copy of my plan at the beginning of the year, so I can revise my allotted charities, if I need to .

Abbie Smith - continued		
#	**Question**	**Response**
Q7	**Have you gone through an Estate Planning process?**	No
Q7b	**If yes, when was the last time you updated your Estate Plan?**	-
Q7c	**Would you be interested in having our firm help you with your Estate Planning needs if it were offered at no cost to you?**	Yes
Q8	**Please rate your satisfaction with the following areas of client service:**	
	Responsiveness in resolving your issues/concerns	Very Satisfied
	Accessibility to you Personal Financial Manager	Satisfied
	Being proactive in bringing issues to your attention	Satisfied
	Knowledge/expertise of staff	Very Satisfied
	Our ability to help you understand how your wealth is managed	Satisfied
	Providing educational events and resources	Very Satisfied
Q9	**Please rate your satisfaction with the quality of communication in the following areas:**	
	Statements	Very Satisfied
	Performance reports	Satisfied
	In-person meetings	Very Satisfied
	Website	Satisfied
	Overall quality of communication	Very Satisfied
Q10	**Besides this firm, what other types of firms do you use to help you manage your wealth?**	
	Financial advisory firm	
	Bank/Trust company	
	Brokerage firm	Brokerage firm
	Accounting firm	Accounting firm
	Law firm	Law firm
	Mutual fund company	
	Other (please list)	
Q11	**Approximately what percent of your investable assets and net worth does this firm help you manage?**	
	% of investable assets	25-50%
	% of net worth	51-75%
Q12	**How would you prefer to receive your reports/statements?**	By regular mail
Q13	**How often would you like to have a formal face-to-face and/or phone meeting to review your financial situation?**	
	Face-to-face meeting	Semi-annually
	Phone meeting	Semi-annually

Abbie Smith - continued		
#	**Question**	**Response**
Q14	**Please tell us how our firm can improve its service and communication with you.**	Alfred is a very knowledgeable and helpful advisor. However, he could do a bit better at educating me on how my money is actually managed.
Q15	**What educational topics would be of interest to you?**	
	Family Wealth Planning	
	Investment Planning/Strategy	
	Estate Planning	Estate Planning
	Tax Planning	Tax Planning
	Risk Management	
	Business Succession Planning	Business Succession Planning
	Investment Management	
	Trust Planning and Implementation	
	Family Governance	Family Governance
	Women and Wealth	Women and Wealth
	Educating Children on Wealth	
	Philanthropic Planning	
	Other (please specify)	
Q16	**In thinking about your wealth, what are the things you worry most about?**	I want to make sure my assets are distributed to my children equally when I expire.
Q17	**For planning purposes, take a moment to think about the next 12 months. What significant life events may take place?**	
	Sale of a business	Sale of a business
	Purchase of a business	
	Sale of stock/options	
	Major charitable donation	Major charitable donation
	Inheritance	Inheritance
	Retirement/Semi-retirement	
	College planning for children/grandchildren	College planning for children/grandchildren
	Family wedding	Family wedding
	Job change	Job change
	Home relocation	Home relocation
	Purchase of second/vacation home	Purchase of second/vacation home
	Healthcare planning for family members	
	Other (please specify)	
Q18	**Overall, how would you rate our performance in meeting your wealth management goals?**	Outstanding
Q19	**Based on your overall experience, would you recommend this firm to a friend or colleague?**	Yes, definitely

Abbie Smith - continued		
#	**Question**	**Response**
Q20	**Would you like to learn more about any of the following services offered by this firm?**	
	Investment Management	
	Fiduciary Services	
	Banking Services	
	Lending Services	Lending Services
	Estate Planning	Estate Planning
	Tax Planning	Tax Planning
	Risk Management	
	Business Planning	Business Planning
	Philanthropic Planning	
	Other (please specify)	
Q21	**In terms of improving to better serve your needs, what should this firm…**	
	Start Doing?	Being more proactive with my specific needs
	Stop Doing?	Sending so many emails that don't apply to me
Q22	**Are there any outstanding issues that need immediate attention?**	No
Q23	**If yes, please explain. If your need is urgent, please contact your relationship executive.**	-
Q24	**Name**	Abbie Smith
	Email	abbie@emailaddress.com

Family Office

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Trending Report

Month, 200X

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About this Report

Information Provided by this Report:

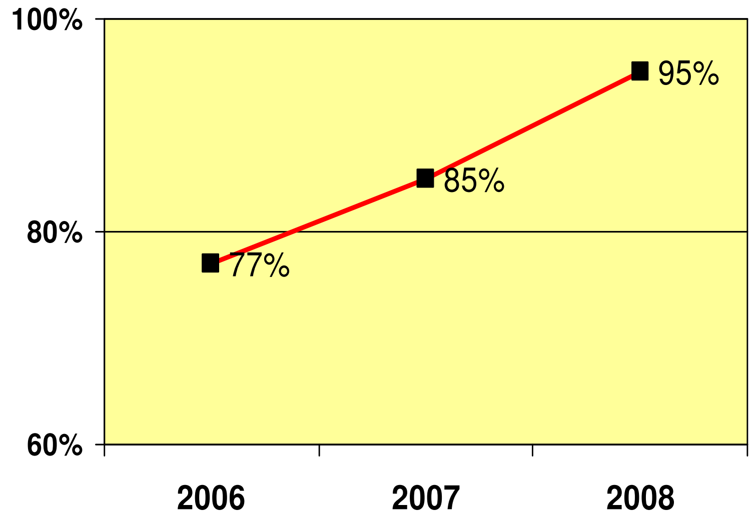
This report shows changes in client responses from year-to-year (available after year 2).

How to Use this Report:

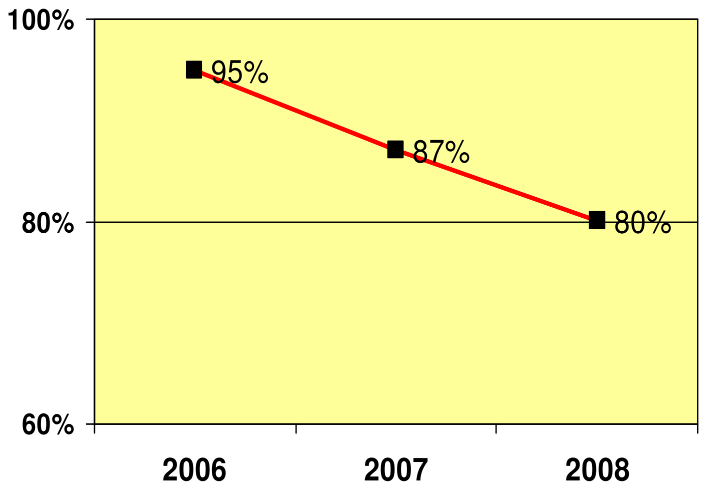
Use this report to identify positive and negative trends in client perceptions. This data will help identify the areas in which your firm is moving in a positive direction, and areas that may present opportunities for improvement.

Overall Satisfaction

This chart will allow you to track annual changes in the percentage of clients who rate your performance in meeting their wealth management goals as very good or outstanding.



Important Note:
This document contains a few **sample** charts only.

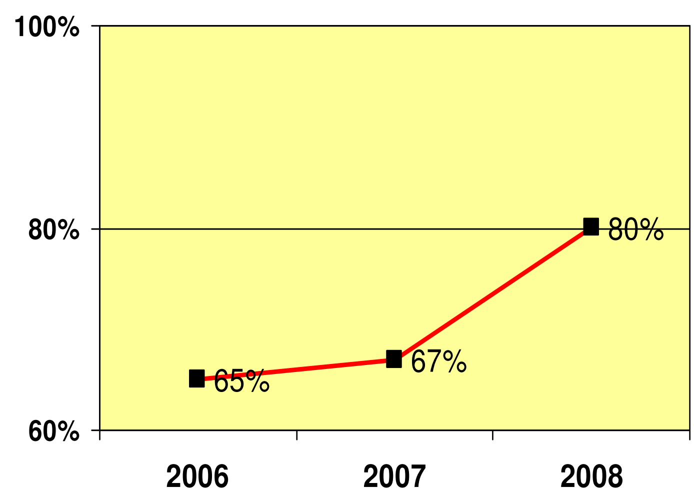


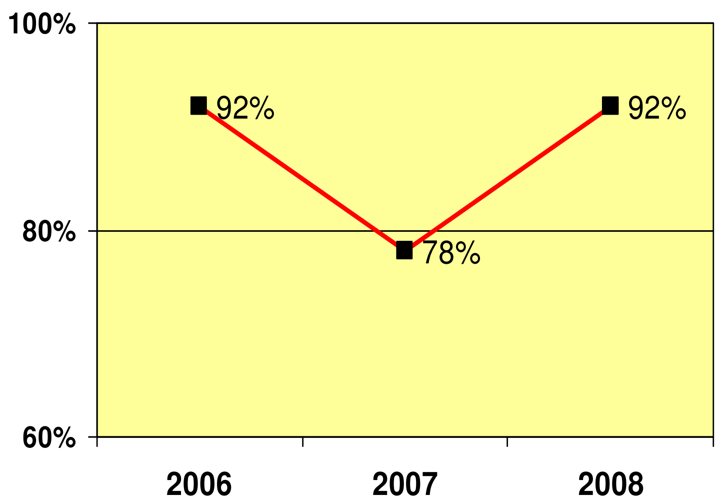
Satisfaction with Accessibility of Wealth Manager

This chart will allow you to track annual changes in the percentage of your clients who are satisfied with their wealth manager's accessibility.

Satisfaction with Client Service

This chart will allow you to track annual changes in clients' perceptions of the quality of client service they receive.





Satisfaction with Reports/Meetings

This chart will allow you to track annual changes in clients' satisfaction with your firm's reports and meetings.