



20TH ANNUAL TRENDS & BEST PRACTICES IN INVESTOR STATEMENTS

Introduction

DALBAR will be publishing the 20th Annual Trends & Best Practices in Investor Statements in Q4 2017. DALBAR's Trends & Best Practices in Investor Statements is an annual evaluation and ranking of statements in the following distribution channels:

- ✓ Brokerage
- ✓ Mutual funds
- ✓ Variable annuities
- ✓ Retirement plans

Deliverables include a detailed report that identifies and ranks top-performing statements by channel. The report summarizes current best practices in statement content and design and reveals emerging industry trends.

Benefits

Trends & Best Practices in Investor Statements guides firms in producing statements that are clear and concise while providing all of the necessary information as well as value add supplemental information ultimately helping to:

- ✓ Determine if the statement meets client needs and expectations
- ✓ Reduce expenses such as statement-related spikes in call center activities
- ✓ Identify features that your firm should consider incorporating into your statement
- ✓ Make the case internally to redesign or update the statement
- ✓ Promote your success when applicable
- ✓ Provide access to examples of best-in-class statements

Deliverables

A comprehensive industry report that includes:

- ✓ DALBAR's 2017 Industry Perspective
- ✓ Leading statements of 2017
- ✓ 2017 Key Findings by the Numbers
- ✓ Notable Statement Enhancements in 2017
- ✓ Industry Trends and Best Practices
- ✓ Evaluation Methodology
- ✓ Industry Rankings
- ✓ Industry Standards in Content and Design
- ✓ Online Access to Top Best Practices Statement Samples

An optional Gap Analysis of an individual statement's score:

- ✓ Detailed assessment of a firm's statement, identifying specific areas for improvement and providing examples of best practices for those areas
- ✓ A half-hour consultation with DALBAR Communication Analysts

Timeframe

Client reporting and investor statement submissions will be accepted between June 1, 2017 and August 31, 2017. The report will be published in Q4 2017.

Cost

Any firm can submit an investor statement for review in any of the channels. There is no cost associated with submission.

The pricing structure for the Trends & Best Practices in Investor Statements Industry Report and a Gap Analysis is:

Trends & Best Practices in Investor Statements Industry report (Non-board members)	\$4,950
Trends & Best Practices in Investor Statements Industry report (Board members)	\$2,500
Gap Analysis of your Firm's Statement	\$3,950

Questions?

For more information about the 20th Annual Trends & Best Practices Report, please contact Brooke Halloran at 617.624.7273 or bhalloran@dalbar.com.