



Mutual Fund Wholesaler Quality Index™ Rankings Announced

Cambridge, Mass., (October 17, 2011) – A report recently released by [Cogent Research](#) measures advisors' satisfaction with the wholesaling efforts of more than a dozen leading mutual fund companies, ranking each provider separately for internal and external wholesaler quality and effectiveness. These and other findings are contained in the Cogent Research 2011 Advisor Touchpoints™ report, which is based on a nationally representative survey of 1,643 retail investment advisors across all major distribution channels.

Advisors were asked to rate their satisfaction with both internal and external wholesalers of current providers on five separate aspects of service and support, including:

- Business-building ideas
- Problem resolution and support
- Commitment to helping advisors succeed
- Integrity and honesty
- Depth/breadth of product knowledge

An analysis by Cogent Research reveals that the actual drivers of advisor satisfaction differ among internal and external wholesalers.

“We see satisfaction with external wholesalers driven primarily by how well they demonstrate they care about an advisor’s business, and whether or not the wholesaler brings solutions to the table that meet a need and can actually help an advisor succeed,” said Tony Ferreira, Managing Director of the Cogent Research Wealth Management Group. “But when it comes to the internal desk, advisor satisfaction is really driven by the nuts and bolts of things like timely problem resolution and detailed product knowledge.”

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Mutual Fund Wholesaler Quality Index (WQI)™ Rankings

In the Cogent Research Touchpoints™ report firms were ranked separately for how well their internal and external wholesalers performed based on combined satisfaction scores across the five areas of service and support. The 2011 top-5 ranked firms in each category are:

Mutual Fund WQI™ Rankings: External Wholesalers

1. Lord Abbett
2. MFS Investment Management
3. The Hartford
4. J.P. Morgan Funds
5. BlackRock

Mutual Fund WQI™ Rankings: Internal Wholesalers

1. Franklin Templeton
2. PIMCO
3. J.P. Morgan Funds
4. Fidelity Investments/Advisor Funds
5. American Funds

Tracking WQI™ Results Quarterly

Using these Wholesaler Quality Index™ scores for mutual fund companies, as well as similar scores it has obtained for ETF and variable annuity providers, Cogent Research is preparing to track the effectiveness of wholesalers for individual clients on an ongoing quarterly basis.

Under the new program, individual firms will be able to monitor how well they are performing at the national, regional and sales territory levels, with the added ability to compare these results to those of competitor firms.

“This program packs a two-for-one punch,” say Ferreira. “It shows at a national level where a firm’s wholesaling operation stands relative to its competition. Even more importantly, it gives the company tools to pinpoint problem areas and a mechanism for deploying resources to take corrective action before a client drops the firm.”

About Cogent Research

[Cogent Research](#) helps clients gain clarity, obtain perspective, and formulate direction on critical business issues. Founded in 1996, Cogent Research provides custom research, syndicated research products, and evidence-based consulting to leading organizations in the financial services, life sciences, and consumer goods industries. Through quality research, advanced analytics, and deep industry knowledge, Cogent Research delivers data-driven solutions and strategies that enable clients to better understand customers, define products, and shape market opportunities in order to increase revenues and grow the value of their products and brands.

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