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FRC ANNOUNCEMENT

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Russell, American Century, and Putnam Among Firms Recognized For Responding to Advisors' Needs In Turbulent Times

October 14, 2008, Boston, MA – Acknowledging the support provided by external wholesalers during these challenging markets, 88% of respondents stated that wholesalers had been responsive to their changing needs. Russell led all firms with 98% approval, closely followed by American Century and Putnam each with 97%. These results were a component of a detailed survey of 1,860 financial advisors and 182 branch managers for Financial Research Corporation and Horseshmouth's latest report *ADVISOR INSIGHT* "Wholesaler Effectiveness."

Nearly half of all advisors surveyed relayed that their service requirements for wholesalers increase during challenging market environments. It is important to note that given the timing of the survey, the turbulent markets that advisors referenced did not include the seismic events taking place at the end of the third quarter.

William T. Nicklin, CEO of Horseshmouth stated, "There may never be a more critical moment to take stock of the relationships between advisors and your wholesalers, and ensure you are providing advisors with the support they need right now. The levels of customer equity that firms have built with advisors will be revealed in the marketplace in the coming months."

Craig Kilgallen, Vice President, Director of *ADVISOR INSIGHT* added, “Our surveyed advisors spoke highly of the efforts of many of the firms that they work with in terms of their wholesalers staying in front of them during the uncertain times and providing timely and relevant information that could be used during client conversations. This type of ongoing support provides the foundation for a business partnership with the advisors, which has become an essential component for success of a firm’s distribution efforts.”

The FRC and Horseshmouth’s *ADVISOR INSIGHT* “Wholesaler Effectiveness,” a follow-up to the 2007 wholesaler report, focused on a number of key aspects of today’s wholesaling including:

- Important external wholesaler characteristics
- Influence of external and internal wholesalers on the buy/sell decision
- Advisors’ willingness to forego face-to-face wholesaler meetings
- Primary contact frequencies and forms of contact for external and internal wholesalers
- Top-rated firms for external and internal wholesalers

In addition, the 182 branch managers shed light on key factors and steps for gaining access to a branch, coverage requirements for the coming year, and ways for firms to become a long-term partner with a branch.

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For more information on this FRC research report or to schedule an interview with the research author, please contact Craig Kilgallen at FRC at (617) 824-1546 or via e-mail Craig.Kilgallen@frcnet.com.

About Financial Research Corporation

Financial Research Corporation (FRC) provides the knowledge to build stronger relationships through product development and management, distribution solutions, and marketing strategies. For more than 20 years, our insightful research and consulting services have been assisting marketing, product development, and strategic planning professionals in the creation of innovative products and services. Based in Boston, FRC is at the forefront of assisting its clients to comprehend and respond to the rapid changes occurring in the manufacture and distribution of investment products. Our more than 200 clients include the world's leading asset managers and distributors. For more information, visit the FRC web site at www.frcnet.com.

About Horsesmouth

Horsesmouth helps financial advisors build better businesses for themselves and their clients. Through our pioneering flagship online service and advisor community, as well as our acclaimed advisor programs and workshops, Horsesmouth is the trusted partner of advisors across the financial services industry. We also build solutions for corporate partners that leverage our vast advisor resources, wide network of experts and innovative primary research capabilities. Horsesmouth was founded in 1996 and is headquartered in the financial district of New York City, with employees spread out across the country. For more information, visit the Horsesmouth web site at www.horsesmouth.com.
