

Financial advisors surveyed on the value of Fund Facts

new tool for mutual fund disclosure gets high marks

DECEMBER 8, 2011, TORONTO – Canada’s mutual fund companies were required as of July 1st to post new, plain-language disclosure documents called *Fund Facts* – more than 25,000 documents in total – on their websites so investors and advisors could access them. A new survey of financial advisors shows not only that *Fund Facts* are popular, but so is a new website launched in October – InvestorPOS.com – which makes the complex world of investment management a simpler place for advisors and their clients.

The first ever online survey of financial advisors on *Fund Facts* was conducted by InvestorPOS. Responses were tabulated from 50 of the heaviest users of the site from across Canada. According to the survey, 88% of respondents said *Fund Facts* provide easy-to-understand documents for their clients. When asked how important *Fund Facts* are in educating their investor clients, 74% of respondents rated them as ‘important’ or ‘very important’ while only 2% said they were ‘not important’.

Also in the survey:

- 86% of respondents said InvestorPOS.com was easy to use
- 96% said they would use it again
- 76% said InvestorPOS.com saved them time when compared to other sites they tried.

“I like the ease of use and the fact that I can rely on one place to find all my *Fund Fact* documents rather than searching through fund company websites,” said survey respondent Brendan Gardner, a financial advisor and partner with Love & Persson Group in Dauphin, Manitoba. “You are being very proactive in understanding what your users want to see.”

Said Susanne McDuff, Wealth Consultant & Branch Compliance Manager with Credential Asset Management in Lloydminster, Saskatchewan: “A compliant one-stop solution for fund info. The answer to every advisor’s prayer. Thanks!”

Making *Fund Facts* available in the marketplace was the first step in the regulators’ point-of-sale of *Fund Facts* reform. The regulators’ longer-term objective is to provide investors with key information about a fund in a simple, accessible format before they decide to buy.

“People generally don’t read the prospectuses sent to them since the documents are unwieldy and full of jargon that many investors don’t understand,” says Anthony Boright, President of InvestorPOS. “We created one-stop shopping for advisors and, ultimately, their client, who is the investor. It’s a single repository that makes advisors more productive and compliant with the new regulations. And it’s good for investors because they become more financially literate.”

InvestorPOS.com is the only industry repository that allows advisors to search all mutual fund *Fund Facts* disclosure documents – from more than 150 fund companies – and deliver them electronically or in print to their investors in a simple, secure and compliant manner. The website is integrated with SEDAR (System for Electronic Document Analysis and Retrieval), a filing system developed for the Canadian

Depository for Securities Ltd. (CDS) that allows the newest version of each document to be automatically uploaded to InvestorPOS.com.

Benefits for the financial advisor include a free service, as well as:

- one-stop sourcing of all *Fund Facts* documents so they have ready access to the latest information
- ability to search for *Fund Facts* and deliver them electronically or in print and then mailed to clients, and ability to keep records of *Fund Facts* for compliance purposes
- time savings since they don't have to visit different fund company websites or contend with challenges of inconsistent website navigation between websites to access documents.

While there is no charge for financial advisors and planners, fund companies can pay a subscriber fee through InvestorPOS, which provides data on the distribution of *Fund Facts* documents. Fund companies can also subscribe to an InvestorPOS automated publishing service that helps them create, edit and file *Fund Facts* and other disclosure documents in a collaborative online manner. Dealers can subscribe to InvestorPOS to access the repository and deliver *Fund Facts* documents to their clients.

About InvestorPOS™

InvestorPOS™ is a hosted, Software-as-a-Service (SaaS) solution and suite of modules that allows fund managers and dealers to efficiently create and deliver *Fund Facts* and other disclosure documents to investors. It includes:

- InvestorPOS.com - The industry-hosting and repository solution for financial advisors to search the universe of *Fund Facts* and deliver them in electronic or printed format to investors in a simple, secure and compliant manner
- FFpublisher™ - A *Fund Facts* creation module for investment fund companies to cost-effectively manage standard and custom content, as well as approve, schedule publication of, and file disclosure documents through SEDAR
- FFdelivery™ - A hosted solution for dealers to deliver *Fund Facts* to clients electronically or in print, and mailed at or prior to the point of sale in a secure, compliant manner.

InvestorPOS™ focuses on the front-office needs of the advisors and investors they serve. It is an innovative new solution designed NOT to revolutionize the sales process. To learn more, please contact info@investorpos.com.

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