

Why Financial Professionals Prefer PeerCompare™

User Survey Results from a Major US Broker-Dealer



Ease of Use

High ease of use indicates that users are confident and competent in adopting PeerCompare.



Meets Reg BI Care Obligation

Users are highly confident in using PeerCompare to meet Reg BI's Care Obligation.



Value of Digitizing Processes

Users find high value in digitizing the process for documenting the investment analysis.



Value of Permanent Digital Records

PeerCompare makes it easy to access a permanent digital record of every client recommendation.



Better BI Product Recommendations

Users feel that PeerCompare helps them make better best interest recommendations.



Value of Client Disclosure via Email

Disclosing the investment analysis to clients via email is an option available to PeerCompare users.



Customer Support

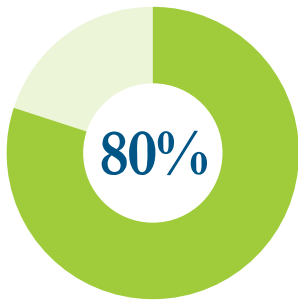
Rapid response time and building lasting relationships are ways in which we delight our customers.



Overall Satisfaction Level

Financial professionals are very satisfied using PeerCompare.





80% of financial professionals preferred the simplicity of PeerCompare™ over competing products

“ I prefer it to the competition for ease of use and for researching “other” options.
– Shane B.

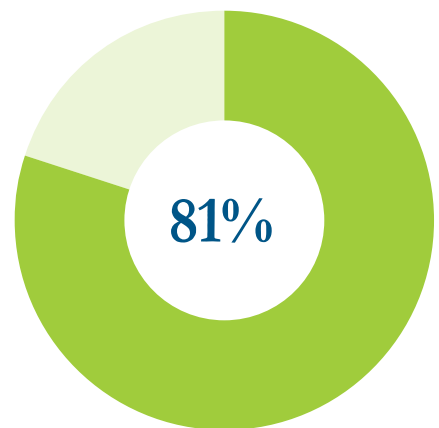
“ This is great especially for people that have been in the business for a long time and have favorites that may no longer be “best in class” – this gives some good ideas on better products.
– Clint G.

Make better recommendations with InvestorCOM PeerCompare™

“ I prefer the simplicity of PeerCompare over the competing product. No need to make things more complicated than required.
– Stanford H.

“ It was easy to understand and use. Overall, my team liked the tool.
– Gary B.

81% of financial professionals felt confident using PeerCompare™ to meet Reg BI's Care Obligation



Get started with PeerCompare™ today!

Learn more at investorcom.com/peercompare

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