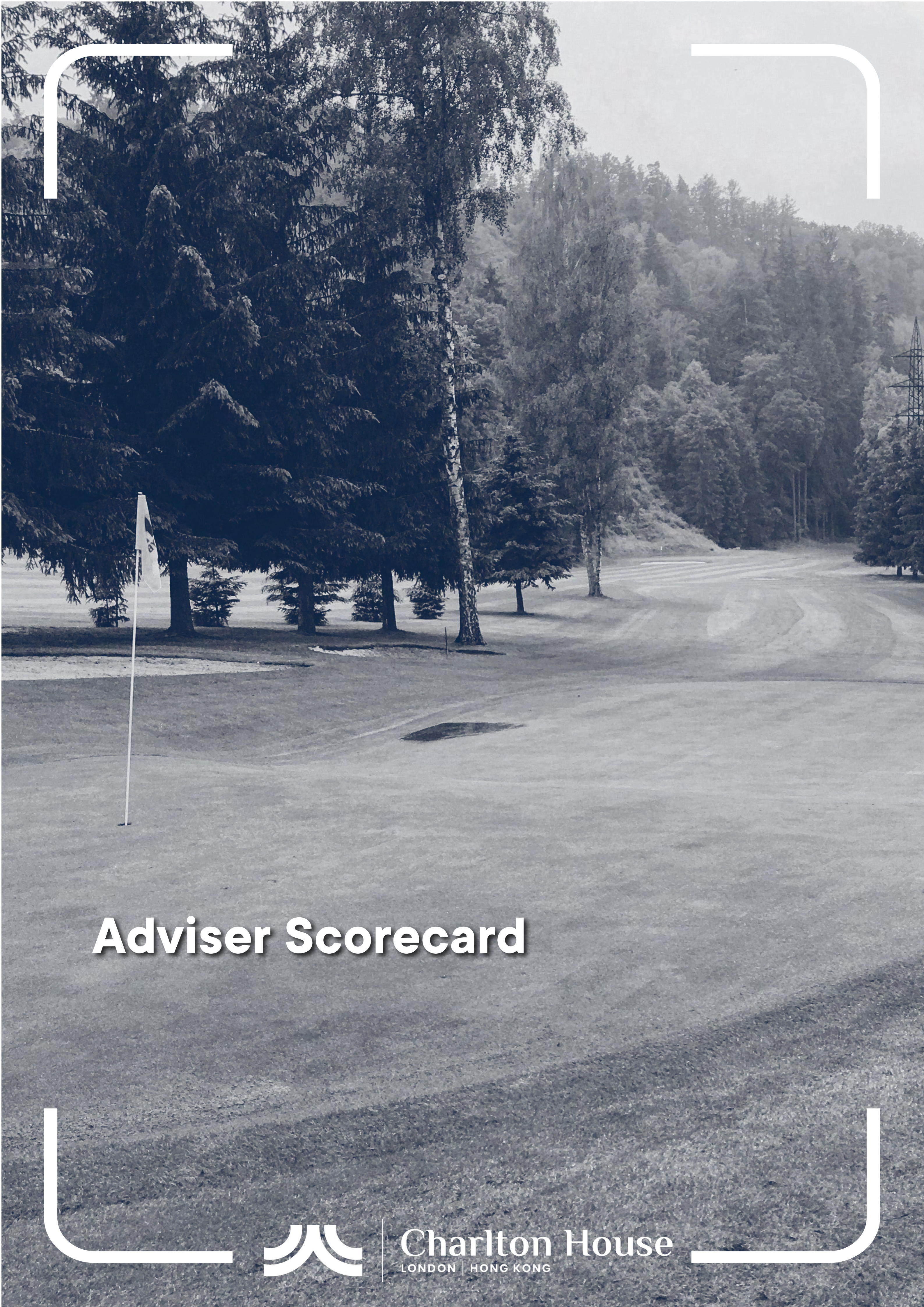

Adviser Scorecard

Charlton House
LONDON | HONG KONG

Adviser Scorecard

To help with your decision making, we recommend scoring prospective Advisers on a scale ranging from 1–5 (1 where the answer/evidence is not satisfactory, 5 where the answer/evidence is extremely compelling) and highlighting topics of concern with an exclamation mark (!).

This is useful when comparing different service providers but first you need to understand what's most important to you. It's up to you to decide where you require higher scores and what your lowest acceptable scores are on various questions. Any areas that concern you may need further investigation or result in automatic exclusion.

For sample questions to ask prospective advisers head here.

Area

EXPERIENCE TO DATE	Company 1 Score 1–5	Company 2 Score 1–5	Company 3 Score 1–5	Area of Concern
First Impressions				
General response times (to emails calls etc)				
Attention to detail				
Client care to date				
Professionalism				

COMPANY BACKGROUND	Company 1 Score 1–5	Company 2 Score 1–5	Company 3 Score 1–5	Area of Concern
Firm's mission & values				
Ownership structure				
Business Plan/Exit plans				
Investment philosophy/approach				
Capacity to take on new work				

TEAM & QUALIFICATIONS	Company 1 Score 1–5	Company 2 Score 1–5	Company 3 Score 1–5	Area of Concern
Number of employees				
Adviser qualifications				
Team's qualifications				

Adviser Scorecard

Area	Company 1 Score 1–5	Company 2 Score 1–5	Company 3 Score 1–5	Area of Concern
REGULATORY				
Regulatory status				
Fiduciaries				
Conflicts of interest (if any)				

SERVICES OFFERED	Company 1 Score 1–5	Company 2 Score 1–5	Company 3 Score 1–5	Area of Concern
Meet my needs				
Access to Adviser throughout the year				
Dedicated team or Account Manager				
Service-Level Agreement				
Mobile access to files				
Pricing				

OTHER	Company 1 Score 1–5	Company 2 Score 1–5	Company 3 Score 1–5	Area of Concern

CLIENT FEEDBACK	Company 1 Score 1–5	Company 2 Score 1–5	Company 3 Score 1–5	Area of Concern
Client 1				
Client 2				
Client 3				

	Company 1	Company 2	Company 3
TOTAL			