9 in 10 Consumers Believe Their Financial Advisor Puts Their Interests First

Consumers' Assessment of Financial Professionals

Always puts my interests first	47%	42%	<mark>89</mark> %
Recommends products that are suitable for me	50%	41%	<mark>9</mark> 1%
Gathered sufficient information about my finances before offering advice or recommending products	51%	41%	<mark>92</mark> %
Understands my entire financial situation	49%	41%	9 0%
Provides excellent value for the costs associated with his/her services	48%	42%	9 0%
	■ Strongly agree	Somewhat agree	

Percent Agree



Source: LIMRA Secure Retirement Institute, Spotlight on Advisors: Consumer Perception, Assessment, and Experience, 2015)