

Introducing a New Service for Market Feedback from Financial Advisors *Advisor Insights* is the #1 Value in Customized Surveys

FUSE's new *Advisor Insights* service is shaking up the market for business intelligence captured directly from financial advisors. No other custom survey provider combines (1) ongoing in-market expertise with (2) a full service offering and (3) a commitment to delivering the best overall value.

Contact Deb Wetherbee at (617) 413-1960 or dwetherbee@fuse-research.com to learn how *Advisor Insights* compares with your existing provider or to request a quote on a new project.

Our Capabilities

- Access to an existing pool of **5,600** advisors (and growing monthly)
- Robust selection criteria to refine the target audience (distribution channel, book size, age, practice type, etc.)
- A custom survey developed with **FUSE** guidance to match your exact needs
- **FUSE's** proven ability to convert survey findings into tactical direction

FULL Service Offering

- ✓ Survey Design
- ✓ Fieldwork
- ✓ Data Analysis
- ✓ Report Preparation

Why FUSE?

- **Practical Experience:** We access financial advisor information from a wide range of areas including business practices, service preferences, product usage, content consumption, etc.
- **FA Awareness:** Financial advisors are an interesting group when it comes to surveys. You have to know what to ask and how to ask it in order to get clean and accurate responses...we do.
- **Speed:** We will complete your project in weeks, not months.
- **Best Value:** You have been paying way too much for years, we are going to change that.



15 Years Improving Distribution Effectiveness & 12 Years Conducting Advisor Surveys



250+ Surveys Fielded



3,300 Survey Responses in Last 12 Months

How to Use

Advisor Insights

1. Feedback on New Product Concepts
2. Evaluate Demand for New Value-Add Programs
3. Measure & Compare Components of Brand
4. Discover Shifts in Engagement Preferences
5. Develop Ongoing Thought Leadership Initiatives
6. Identify Content Consumption Trends

If you can imagine it,
we can do it.