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FOR IMMEDIATE RELEASE

FA Insight Revisits Human Capital with Launch of Third Annual Advisory Firm Study

TACOMA, Wash. (Feb. 7, 2011) — With an improved economic forecast and rising growth rates, it's time for advisory firms to refocus attention on their most important asset—their people. In recognition of the key role that people play in an advisory firm's success, research and consulting firm FA Insight returns to human capital with the launch of its third annual comprehensive benchmarking study. Fielding begins today for *The 2011 FA Insight Study of Advisory Firms: People and Pay*, the independent advisor's definitive resource on human capital management.

"The last few years were challenging for many advisory firms. Now the economy is getting back on track. Firm revenues and assets under management are growing again, but people-related issues have not gone away," said Dan Inveen, Principal and Director of Research at FA Insight. "While people are imperative to successful advisory firms, the supply of good people is becoming increasingly scarce. Our intention with *People and Pay* is to assist firms to not only attract and retain the right individuals, but to map a path that progresses people toward ownership and management responsibility. This will be critical for sustaining firm performance over time and building lasting firm value."

The forthcoming study continues a long string of ground-breaking annual studies led by the industry's most experienced benchmarking research team, a string that extends back to the years when Inveen previously led the annual Moss Adams benchmarking studies before he departed to help form FA Insight in 2009. *People and Pay* follows *The 2010 FA Insight Study of Advisory Firms: Growth by Design*, which focused on achieving sustainable growth through marketing and operations. By combining its research expertise with extensive in-the-trenches management consulting capabilities, FA Insight has built a reputation for providing advanced analysis that advisors can directly apply toward improving performance of their firms.

In 2011 *People and Pay* will pay special attention to succession-related issues. "Our 2009 *People and Pay* study revealed that nearly two-thirds of all firms surveyed do not have a documented succession plan," said Eliza De Pardo, Principal and Director of Consulting. "This was a staggering result and one that will continue to challenge shareholders and the industry over the coming decade. Building long-term firm value and ultimately realizing firm value will require a wholesale shift to more active and comprehensive succession planning including realistic financing, a transition plan for stock, client relationships and firm management responsibilities."

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The study results will be released in late Summer of 2011, promising actionable insight into the leading practices related to organizing, motivating, developing and retaining people. As with FA Insight's prior annual studies, *People and Pay* will include a comprehensive examination of the industry's *Standout* firms at each stage of development and the practices that drive the exceptional performance of this group. In addition to a host of financial and operating performance benchmarks, the study will compile detailed compensation data for more than 30 positions common to advisory firms.

Each participating advisory firm will receive an in-depth complimentary study report (50+ pages) and access to a webinar to review study results with the FA Insight team. Given advisors' demand for independently produced and empirically based business management information, FA Insight expects participation to continue to grow in 2011 with increasing support from across the industry. Advisors have until March 28th to submit survey data for their firms. To participate, just visit www.fainsight.com and go to the [Research Studies](#) page. The *People and Pay* study is supported by *Investment Advisor*, the exclusive media partner of FA Insight.

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Headquartered in Tacoma, Wash., FA Insight is an independent industry research and management consulting firm that exclusively serves the financial services industry.

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