

NEWCAPITAL

2017 Performance Survey

Results

Summary of Results

Thank you to our clients who participated in the 2017 New Capital Performance Survey. The data gathered from the responses provides us with valuable information regarding our operations, the services we provide, and the professional relationships we rely on so that we can continue to improve for you.

We are greatly pleased to report that the survey indicates **very** high client satisfaction levels across all practice areas. Here is a summary of the results:

- We received 34 individual responses out of 161 clients that we sent to. This shows a **21.1% participation rate**.
- **\$600** was donated to selected charities including: American Red Cross, Houston Area Women's Center, Houston Food Bank - Harvey Disaster Relief, Houston Habitat for Humanity Flood Relief, Nature Conservancy, Save the Children, Teach for America, United Way of Greater Houston, and WildAid.
- New Capital's services received the following ratings:
 - Investment Management – 4.5/5
 - Financial / Life / Retirement Planning – 4.55/5
 - Estate Planning – 4.4/5
 - Education Planning – 4.4/5
 - Insurance Planning – 4/5
 - Charitable Planning – 4.8/5
 - Tax Planning – 4.57/5
 - Other Advisory (business, real estate, debt, budgeting, etc.) – 4.42/5
- Net-Promoter Score
 - 79% of respondents indicated that they are **very likely** to refer New Capital Management to a friend or colleague.
 - 18% of respondents indicated that they are passive about referring New Capital Management to a friend or colleague.
 - 3% of respondents indicated that they would not refer New Capital Management to a friend or colleague.

We accept these results with great appreciation for our clients. Every day, and in everything we do, we are constantly striving to exceed your expectations – from the quality of the work that we do and in our customer service. Please contact us if there is any way we can improve our services to you, or if you know someone who can benefit from what we do. We welcome and appreciate introductions to your family, friends, and colleagues so that we can serve them as well.

Sincerely,

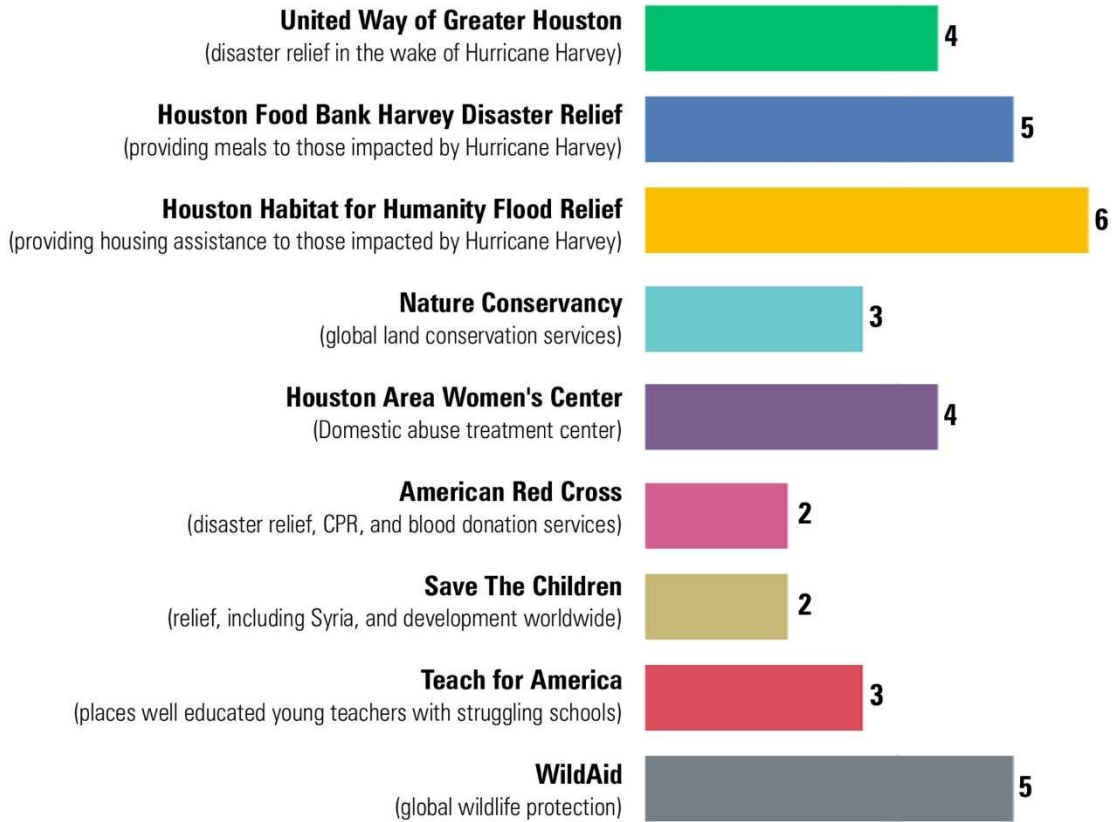


Catherine Bahr

Director of Client Services & Communications

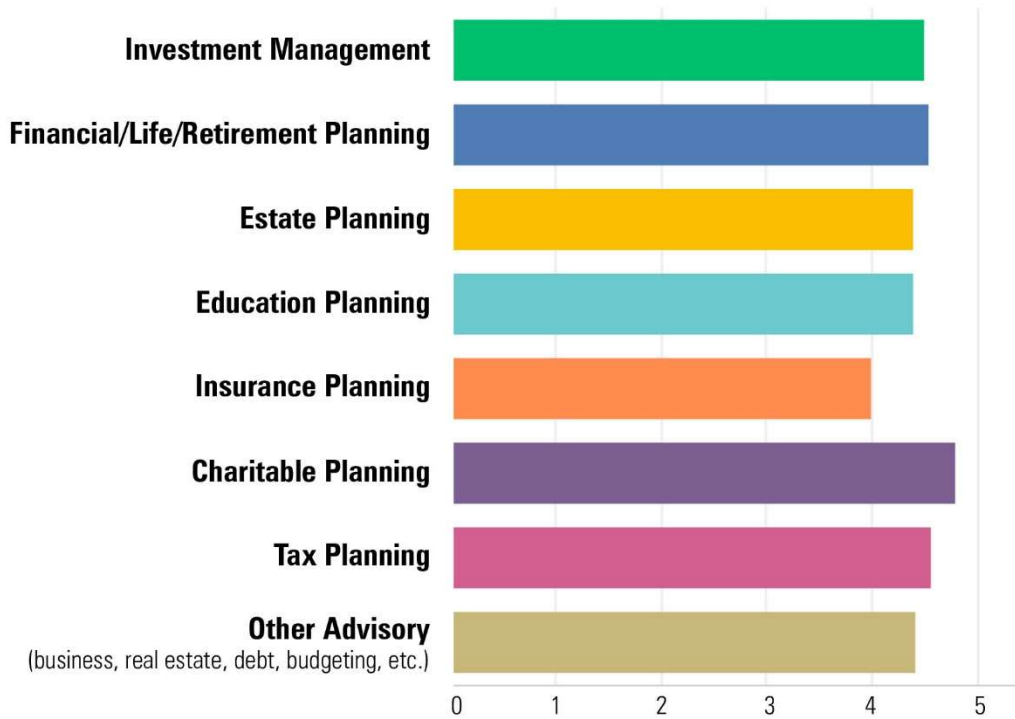
1. We know your time is valuable and to show appreciation for completing this survey we will donate \$20 (per household) to the charity of your choice.

Answered: 34 Skipped: 0



2. Of the following New Capital Management **SERVICES**, please rate those that you have experienced:

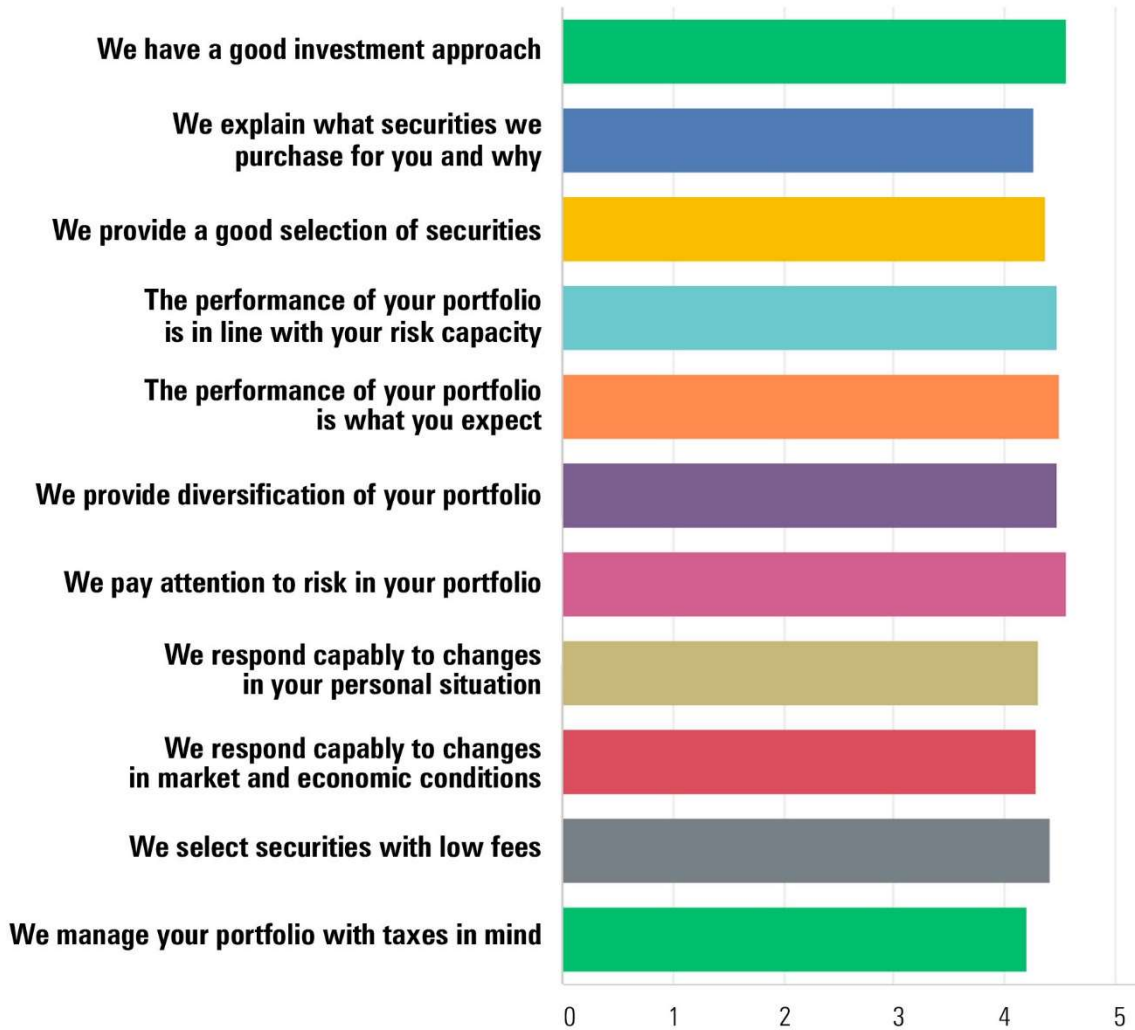
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	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Investment Management	61.76% 21	32.35% 11	2.94% 1	0.00% 0	2.94% 1	0.00% 0	34	4.50
Financial/Life/Retirement Planning	52.94% 18	26.47% 9	5.88% 2	0.00% 0	0.00% 0	14.71% 5	34	4.55
Estate Planning	23.53% 8	14.71% 5	5.88% 2	0.00% 0	0.00% 0	55.88% 19	34	4.40
Education Planning	8.82% 3	2.94% 1	2.94% 1	0.00% 0	0.00% 0	85.29% 29	34	4.40
Insurance Planning	11.76% 4	2.94% 1	2.94% 1	0.00% 0	2.94% 1	79.41% 27	34	4.00
Charitable Planning	38.24% 13	2.94% 1	2.94% 1	0.00% 0	0.00% 0	55.88% 19	34	4.80
Tax Planning	26.47% 9	11.76% 4	2.94% 1	0.00% 0	0.00% 0	58.82% 20	34	4.57
Other Advisory (business, real estate, debt, budgeting, etc.)	23.53% 8	8.82% 3	0.00% 0	0.00% 0	2.94% 1	64.71% 22	34	4.42

3. Please evaluate the following statements about management of your **INVESTMENTS**:

Answered: 34 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We have a good investment approach	58.82% 20	38.24% 13	2.94% 1	0.00% 0	0.00% 0	34	4.56
We explain what securities we purchase for you and why	47.06% 16	35.29% 12	14.71% 5	2.94% 1	0.00% 0	34	4.26
We provide a good selection of securities	50.00% 17	38.24% 13	11.76% 4	0.00% 0	0.00% 0	34	4.38
The performance of your portfolio is in line with your risk capacity	50.00% 17	47.06% 16	2.94% 1	0.00% 0	0.00% 0	34	4.47
The performance of your portfolio is what you expect	55.88% 19	38.24% 13	5.88% 2	0.00% 0	0.00% 0	34	4.50

We provide diversification of your portfolio	55.88% 19	35.29% 12	8.82% 3	0.00% 0	0.00% 0	34	4.47
We pay attention to risk in your portfolio	61.76% 21	32.35% 11	5.88% 2	0.00% 0	0.00% 0	34	4.56
We respond capably to changes in your personal situation	55.88% 19	20.59% 7	23.53% 8	0.00% 0	0.00% 0	34	4.32
We respond capably to changes in market and economic conditions	44.12% 15	41.18% 14	14.71% 5	0.00% 0	0.00% 0	34	4.29
We select securities with low fees	61.76% 21	23.53% 8	11.76% 4	0.00% 0	2.94% 1	34	4.41
We manage your portfolio with taxes in mind	47.06% 16	26.47% 9	26.47% 9	0.00% 0	0.00% 0	34	4.21

4. Please evaluate the following statements about our FINANCIAL PLANNING work for you:

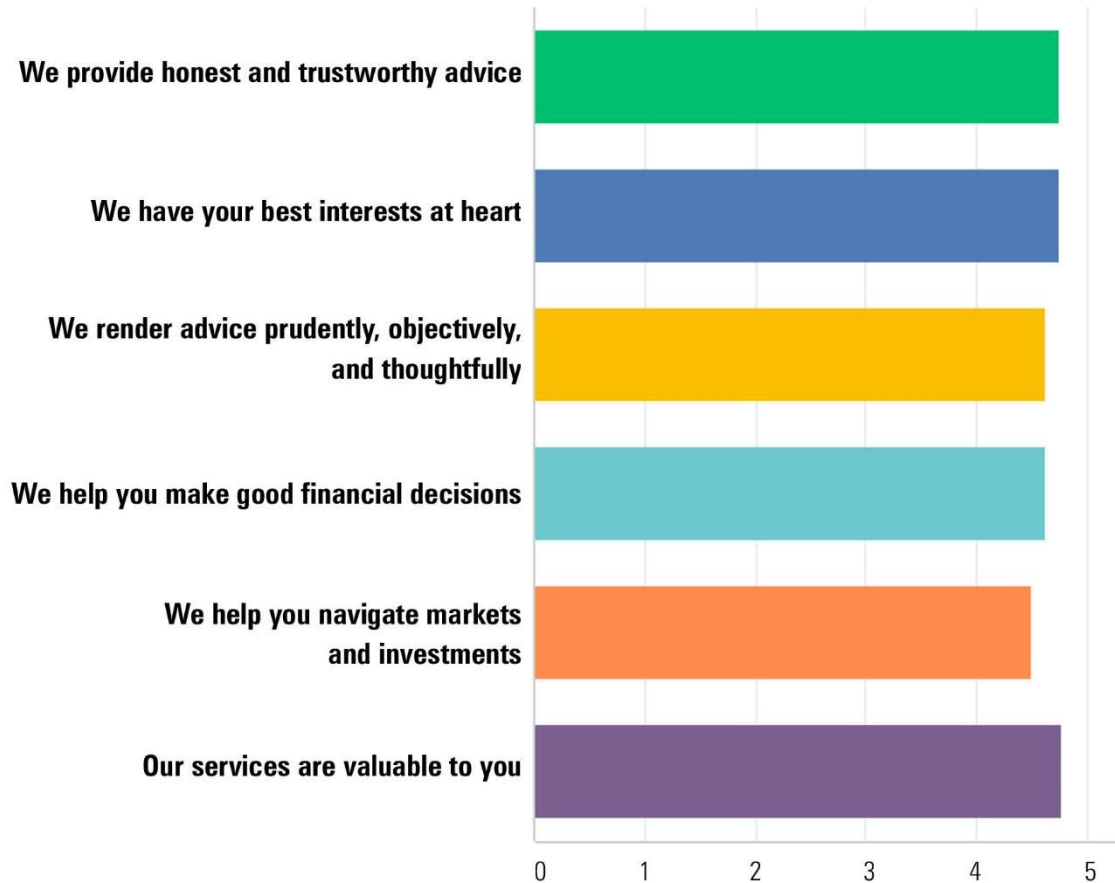
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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We asked good questions during our meetings	64.71% 22	26.47% 9	8.82% 3	0.00% 0	0.00% 0	34	4.56
We learned about and understand you and your financial needs	67.65% 23	23.53% 8	8.82% 3	0.00% 0	0.00% 0	34	4.59
We presented information and results to you in a clear way	64.71% 22	32.35% 11	2.94% 1	0.00% 0	0.00% 0	34	4.62
We regularly review changes in your financial position and make valuable suggestions in response	44.12% 15	26.47% 9	26.47% 9	2.94% 1	0.00% 0	34	4.12
You feel comfortable with how we have arranged your financial matters to meet your needs	64.71% 22	26.47% 9	8.82% 3	0.00% 0	0.00% 0	34	4.56

5. Please evaluate the following statements about the ADVICE that we give to you:

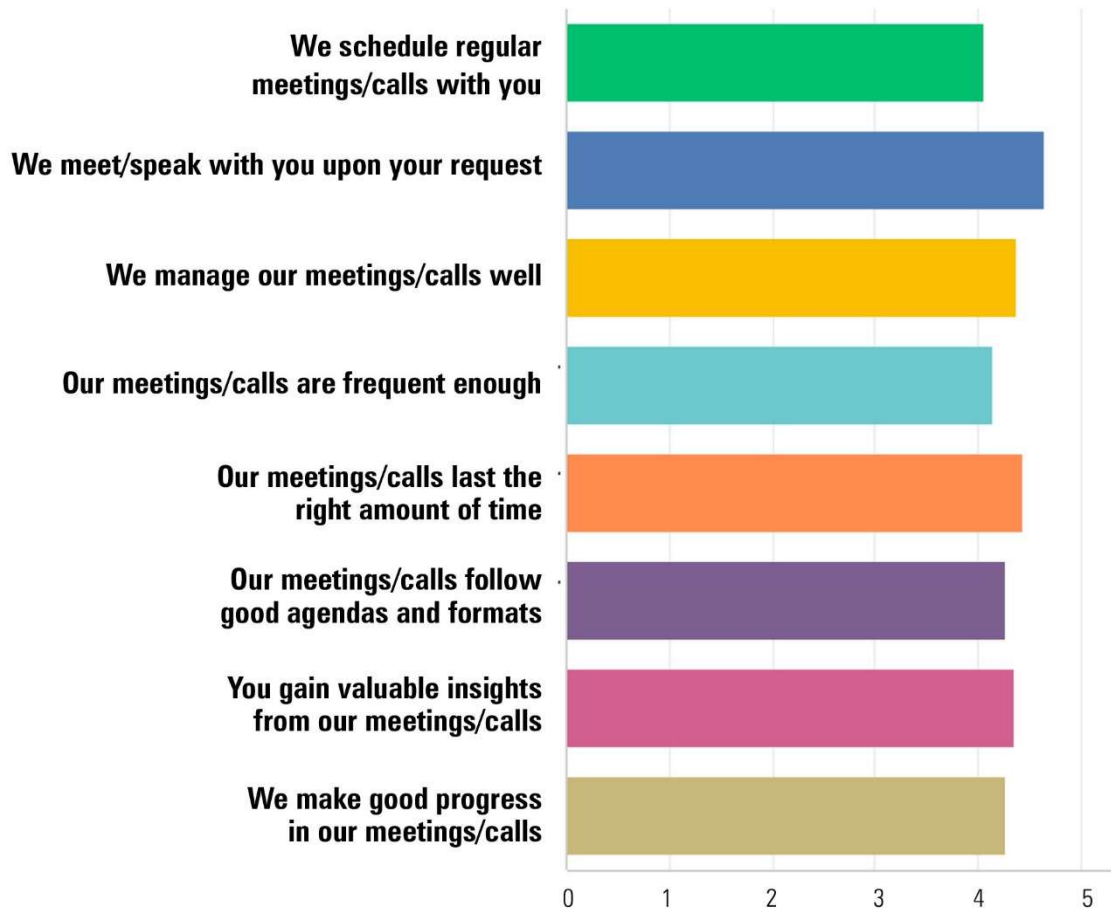
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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We provide honest and trustworthy advice	73.53% 25	26.47% 9	0.00% 0	0.00% 0	0.00% 0	34	4.74
We have your best interests at heart	73.53% 25	26.47% 9	0.00% 0	0.00% 0	0.00% 0	34	4.74
We render advice prudently, objectively, and thoughtfully	67.65% 23	26.47% 9	5.88% 2	0.00% 0	0.00% 0	34	4.62
We help you make good financial decisions	64.71% 22	32.35% 11	2.94% 1	0.00% 0	0.00% 0	34	4.62
We help you navigate markets and investments	61.76% 21	26.47% 9	11.76% 4	0.00% 0	0.00% 0	34	4.50
Our services are valuable to you	79.41% 27	17.65% 6	2.94% 1	0.00% 0	0.00% 0	34	4.76

6. Please evaluate the following statements about our MEETINGS and CALLS with you:

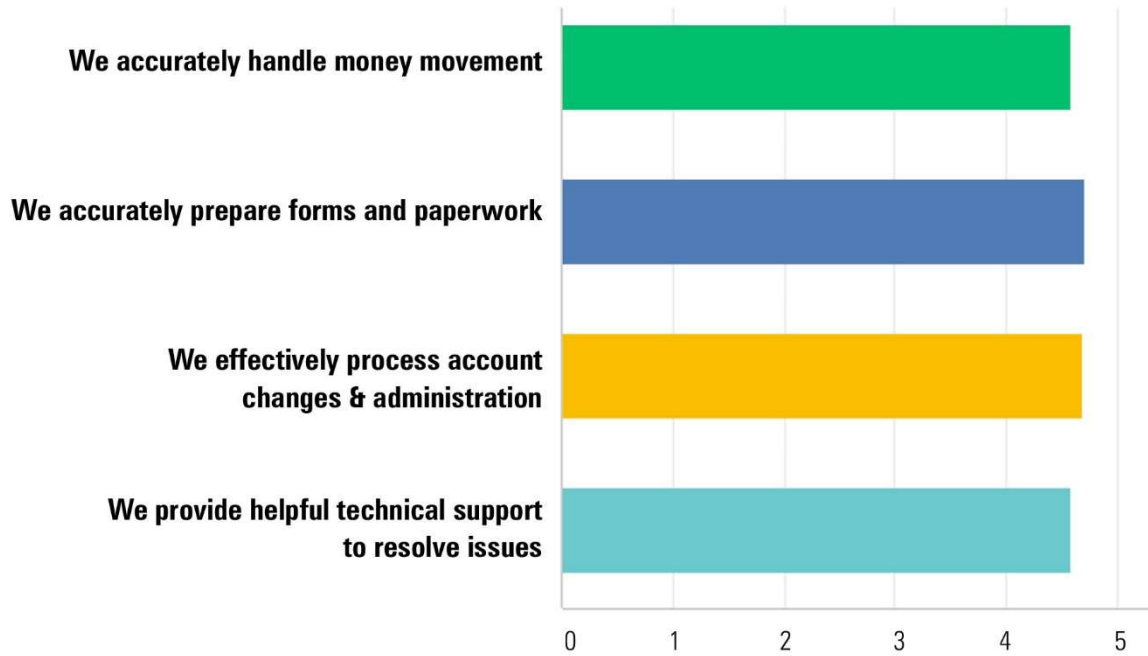
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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We schedule regular meetings/calls with you	44.12% 15	29.41% 10	14.71% 5	11.76% 4	0.00% 0	34	4.06
We meet/speak with you upon your request	67.65% 23	29.41% 10	2.94% 1	0.00% 0	0.00% 0	34	4.65
We manage our meetings/calls well	52.94% 18	32.35% 11	14.71% 5	0.00% 0	0.00% 0	34	4.38
Our meetings/calls are frequent enough	41.18% 14	38.24% 13	14.71% 5	5.88% 2	0.00% 0	34	4.15
Our meetings/calls last the right amount of time	52.94% 18	38.24% 13	8.82% 3	0.00% 0	0.00% 0	34	4.44
Our meetings/calls follow good agendas and formats	44.12% 15	38.24% 13	17.65% 6	0.00% 0	0.00% 0	34	4.26
You gain valuable insights from our meetings/calls	50.00% 17	35.29% 12	14.71% 5	0.00% 0	0.00% 0	34	4.35
We make good progress in our meetings/calls	41.18% 14	44.12% 15	14.71% 5	0.00% 0	0.00% 0	34	4.26

7. Please evaluate the following statements about our ADMINISTRATIVE SERVICES:

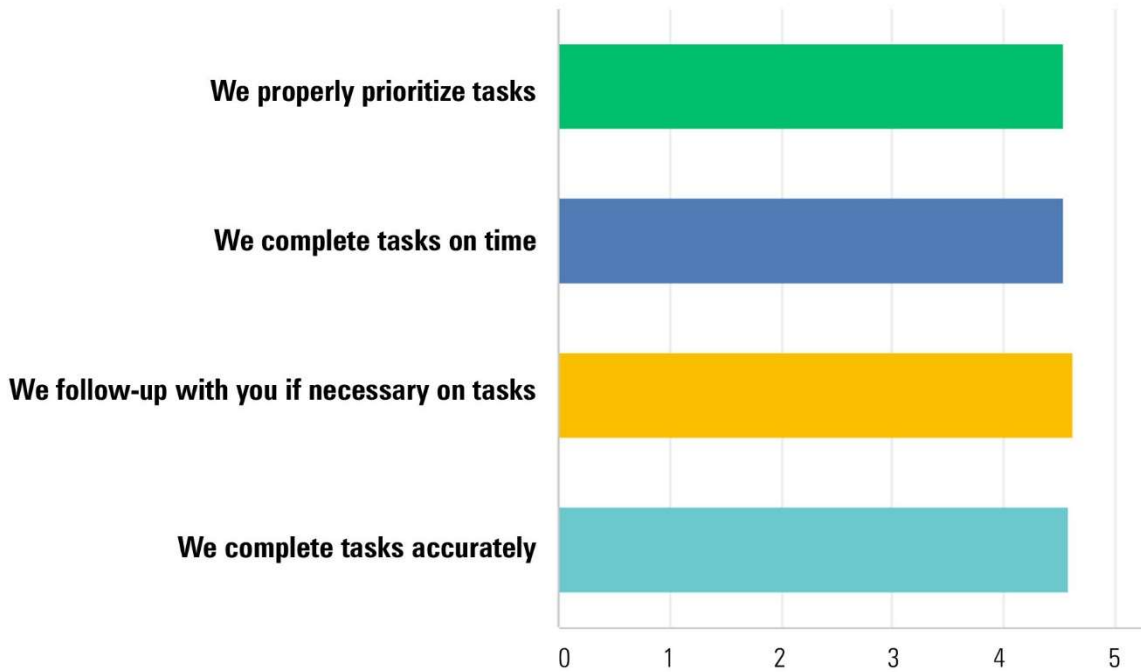
Answered: 34 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We accurately handle money movement	70.59% 24	20.59% 7	5.88% 2	2.94% 1	0.00% 0	34	4.59
We accurately prepare forms and paperwork	73.53% 25	23.53% 8	2.94% 1	0.00% 0	0.00% 0	34	4.71
We effectively process account changes & administration	70.59% 24	26.47% 9	2.94% 1	0.00% 0	0.00% 0	34	4.68
We provide helpful technical support to resolve issues	67.65% 23	23.53% 8	8.82% 3	0.00% 0	0.00% 0	34	4.59

8. Please evaluate the following statements about our handling of TASKS for you:

Answered: 34 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We properly prioritize tasks	58.82% 20	35.29% 12	5.88% 2	0.00% 0	0.00% 0	34	4.53
We complete tasks on time	61.76% 21	29.41% 10	8.82% 3	0.00% 0	0.00% 0	34	4.53
We follow-up with you if necessary on tasks	64.71% 22	32.35% 11	2.94% 1	0.00% 0	0.00% 0	34	4.62
We complete tasks accurately	61.76% 21	35.29% 12	2.94% 1	0.00% 0	0.00% 0	34	4.59

9. Please rate Fidelity on the following elements:

Answered: 34 Skipped: 0



	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	NA	TOTAL	WEIGHTED AVERAGE
Overall Satisfaction with Fidelity	58.82% 20	35.29% 12	5.88% 2	0.00% 0	0.00% 0	0.00% 0	34	4.53
Fidelity's Trade Execution and Fees	41.18% 14	29.41% 10	14.71% 5	0.00% 0	0.00% 0	14.71% 5	34	4.31
Fidelity's Checks and Debit cards	26.47% 9	14.71% 5	5.88% 2	2.94% 1	0.00% 0	50.00% 17	34	4.29
Fidelity.com	47.06% 16	35.29% 12	8.82% 3	0.00% 0	0.00% 0	8.82% 3	34	4.42

Fidelity's Statements	50.00% 17	44.12% 15	5.88% 2	0.00% 0	0.00% 0	0.00% 0	34	4.44
Fidelity's Customer Service	32.35% 11	32.35% 11	23.53% 8	0.00% 0	0.00% 0	11.76% 4	34	4.10
Fidelity's Margin Lending	17.65% 6	8.82% 3	8.82% 3	2.94% 1	0.00% 0	61.76% 21	34	4.08
Fidelity's Tax Reporting	41.18% 14	38.24% 13	14.71% 5	0.00% 0	0.00% 0	5.88% 2	34	4.28
Fidelity's Charitable Funds	35.29% 12	17.65% 6	5.88% 2	2.94% 1	0.00% 0	38.24% 13	34	4.38

10. If over the past year, New Capital has referred you to any other professional(s), please indicate your satisfaction with them.

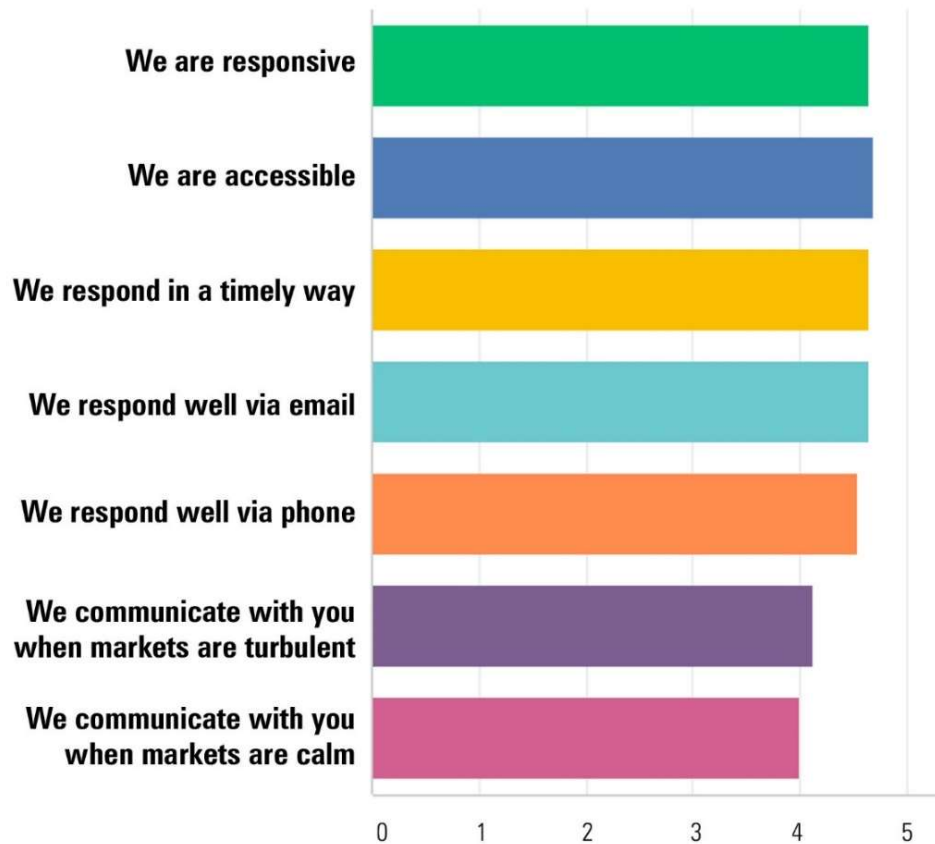
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	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	TOTAL
Accountant	40.00% 2	0.00% 0	40.00% 2	0.00% 0	20.00% 1	5
Commercial Banker	20.00% 1	0.00% 0	40.00% 2	0.00% 0	40.00% 2	5
Estate Attorney	42.86% 3	0.00% 0	28.57% 2	0.00% 0	28.57% 2	7
Business Attorney	20.00% 1	0.00% 0	40.00% 2	0.00% 0	40.00% 2	5
Insurance Agent	20.00% 1	0.00% 0	40.00% 2	0.00% 0	40.00% 2	5
Real Estate Broker	20.00% 1	0.00% 0	40.00% 2	0.00% 0	40.00% 2	5
Mortgage Broker	20.00% 1	0.00% 0	40.00% 2	0.00% 0	40.00% 2	5
Other	40.00% 2	0.00% 0	40.00% 2	0.00% 0	20.00% 1	5

11. Please evaluate the following statements about our handling of client COMMUNICATIONS:

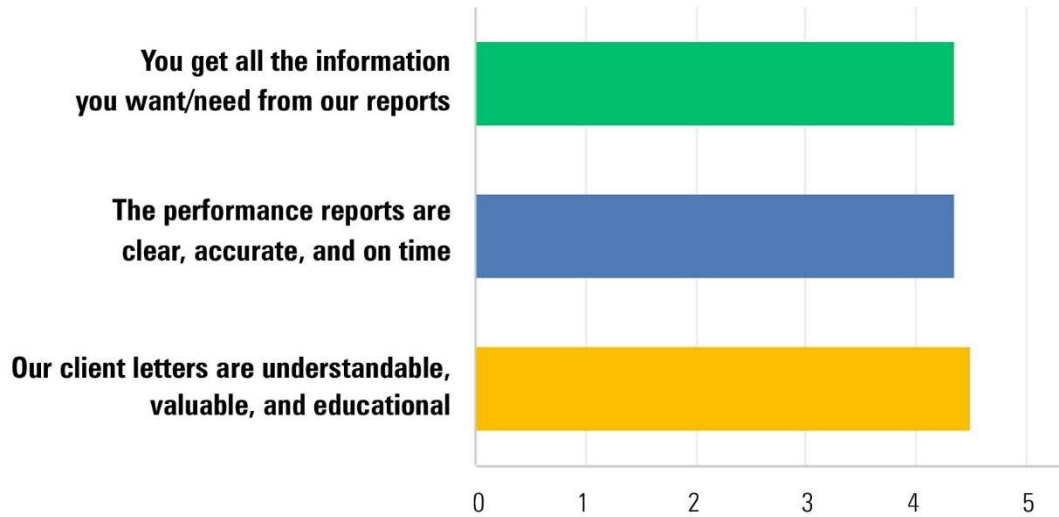
Answered: 34 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We are responsive	64.71% 22	35.29% 12	0.00% 0	0.00% 0	0.00% 0	34	4.65
We are accessible	67.65% 23	32.35% 11	0.00% 0	0.00% 0	0.00% 0	34	4.68
We respond in a timely way	67.65% 23	29.41% 10	2.94% 1	0.00% 0	0.00% 0	34	4.65
We respond well via email	67.65% 23	29.41% 10	2.94% 1	0.00% 0	0.00% 0	34	4.65
We respond well by phone	61.76% 21	29.41% 10	8.82% 3	0.00% 0	0.00% 0	34	4.53
We communicate with you when markets are turbulent	35.29% 12	44.12% 15	17.65% 6	2.94% 1	0.00% 0	34	4.12
We communicate with you when markets are calm	35.29% 12	35.29% 12	23.53% 8	5.88% 2	0.00% 0	34	4.00

12. Please evaluate the following statements about our REPORTS:

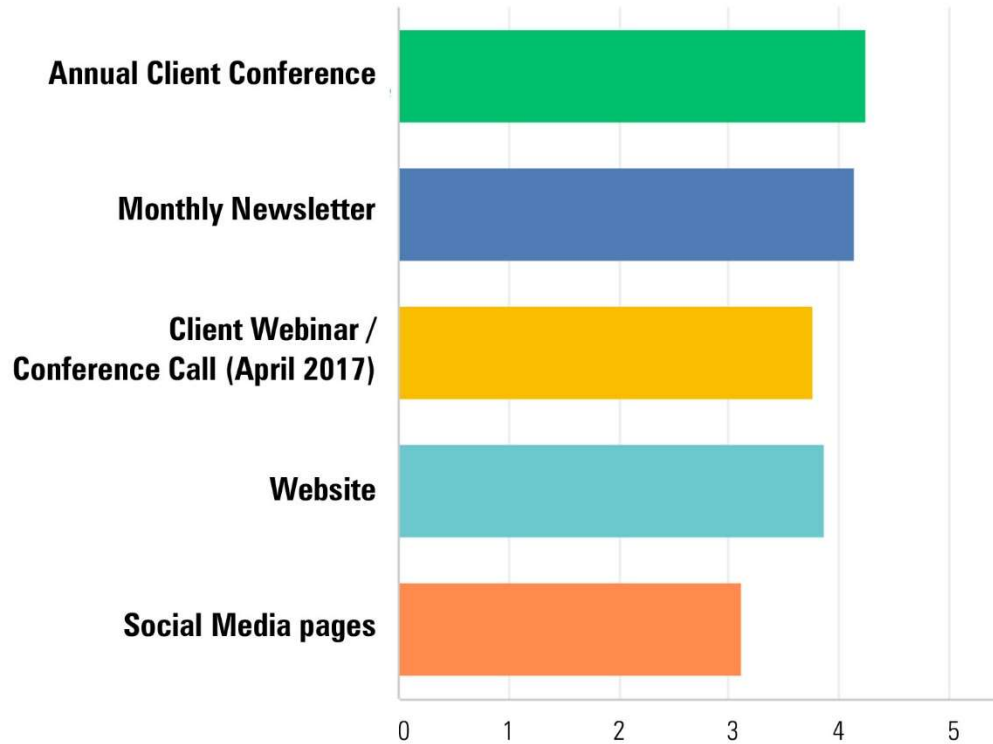
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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
You get all the information you want/need from our reports	50.00% 17	35.29% 12	14.71% 5	0.00% 0	0.00% 0	34	4.35
The performance reports are clear, accurate, and on time	50.00% 17	35.29% 12	14.71% 5	0.00% 0	0.00% 0	34	4.35
Our client letters are understandable, valuable, and educational	61.76% 21	26.47% 9	11.76% 4	0.00% 0	0.00% 0	34	4.50

13. Please rate the following New Capital COMMUNICATION TOOLS:

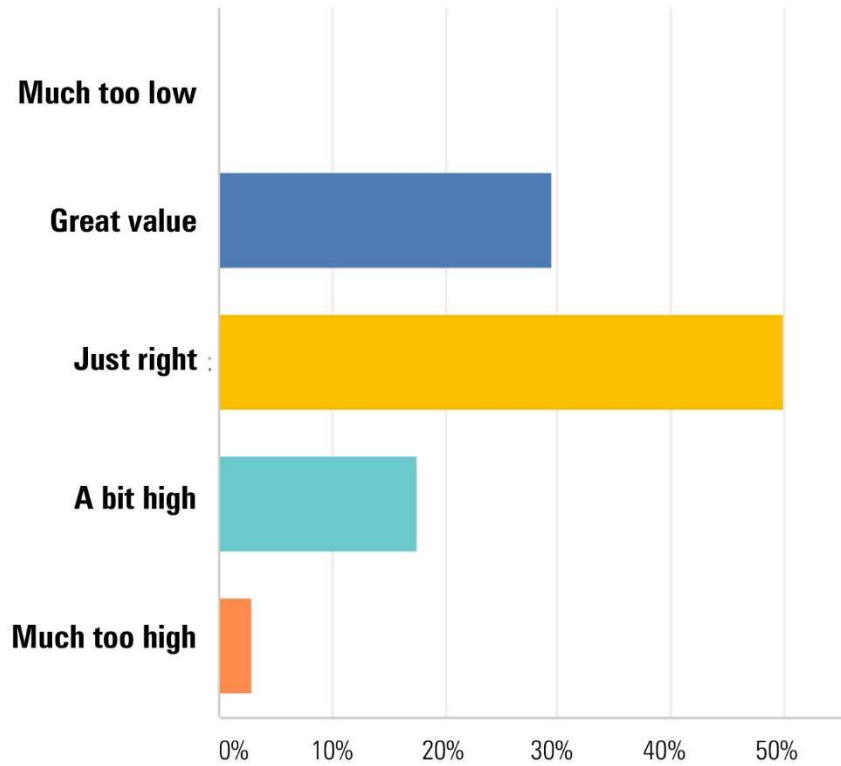
Answered: 34 Skipped: 0



	VERY VALUABLE	VALUABLE	NEUTRAL	SOMEWHAT VALUABLE	NOT AT ALL VALUABLE	TOTAL	WEIGHTED AVERAGE
Annual Client Conference	47.06% 16	29.41% 10	23.53% 8	0.00% 0	0.00% 0	34	4.24
Monthly Newsletter	35.29% 12	44.12% 15	20.59% 7	0.00% 0	0.00% 0	34	4.15
Client Webinar / Conference Call (April 2017)	29.41% 10	23.53% 8	44.12% 15	0.00% 0	2.94% 1	34	3.76
Website	32.35% 11	23.53% 8	44.12% 15	0.00% 0	0.00% 0	34	3.88
Social Media pages	14.71% 5	11.76% 4	58.82% 20	0.00% 0	14.71% 5	34	3.12

14. New Capital Fees are:

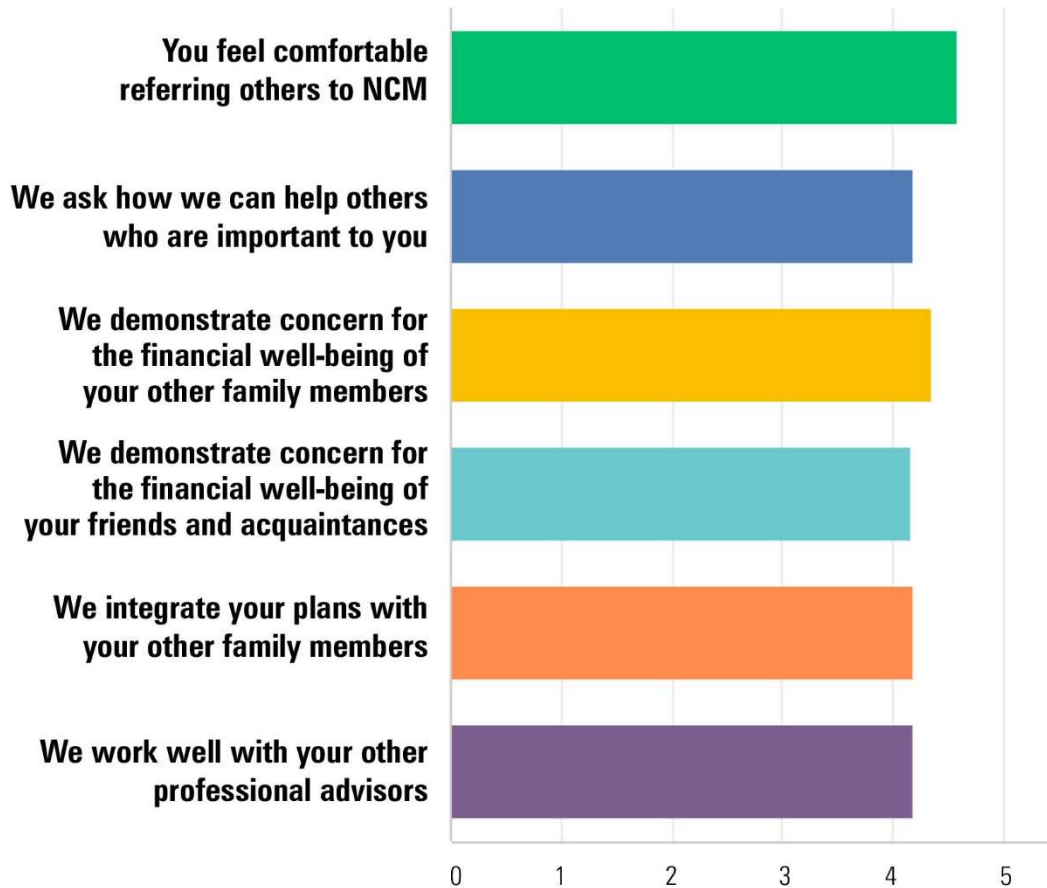
Answered: 34 Skipped: 0



ANSWER CHOICES	RESPONSES	
Much to low	0.00%	0
Great value	29.41%	10
Just right	50.00%	17
A bit high	17.65%	6
Much too high	2.94%	1
TOTAL		34

15. Please evaluate the following statements about our handling of your REFERRALS, FRIENDS, and FAMILY:

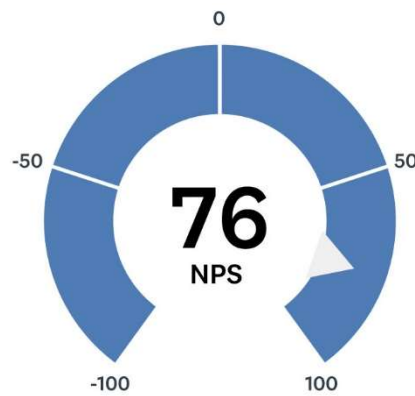
Answered: 34 Skipped: 0



	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
You feel comfortable referring others to NCM	58.82% 20	35.29% 12	2.94% 1	0.00% 0	0.00% 0	2.94% 1	34	4.58
We ask how we can help others who are important to you	38.24% 13	23.53% 8	11.76% 4	5.88% 2	0.00% 0	20.59% 7	34	4.19
We demonstrate concern for the financial well-being of your other family members	41.18% 14	32.35% 11	5.88% 2	2.94% 1	0.00% 0	17.65% 6	34	4.36
We demonstrate concern for the financial well-being of your friends and acquaintances	35.29% 12	17.65% 6	11.76% 4	5.88% 2	0.00% 0	29.41% 10	34	4.17
We integrate your plans with your other family members	26.47% 9	26.47% 9	8.82% 3	2.94% 1	0.00% 0	35.29% 12	34	4.18
We work well with your other professional advisors	36.36% 12	6.06% 2	18.18% 6	3.03% 1	0.00% 0	36.36% 12	33	4.19

16. How likely is it that you would recommend New Capital Management to a friend or colleague?

Answered: 34 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER SCORE
3%	18%	79%	76
1	6	27	