

NEWCAPITAL

2020 CLIENT SATISFACTION SURVEY

RESULTS

2020 CLIENT SATISFACTION SURVEY

SUMMARY OF RESULTS

Thank you to our clients who participated in the 2020 New Capital Client Satisfaction 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 35 individual responses out of 153 clients that we sent to. This shows a **22.9% participation rate**.
- \$720 was donated to selected charities including: Houston Food Bank, Houston Area Women's Center, Memorial Park Conservancy, Greater Houston Covid-19 Recovery Fund, 350.org, Teach for America, WildAid, Houston Habitat for Humanity, Save The Children, Air Alliance Houston and Committee to Protect Journalists.
- New Capital's services received the following ratings:
 - Financial Planning – 4.5/5
 - Advice – 4.8/5
 - Investment Management – 4.5/5
 - Administrative Services – 4.7/5
 - Meetings & Calls – 4.5/5
- Net-Promoter Score
 - 81% of respondents indicated that they are very likely to refer New Capital Management to a friend or colleague.
 - 11% of respondents indicated that they are passive about referring New Capital Management to a friend or colleague.
 - 8% 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,



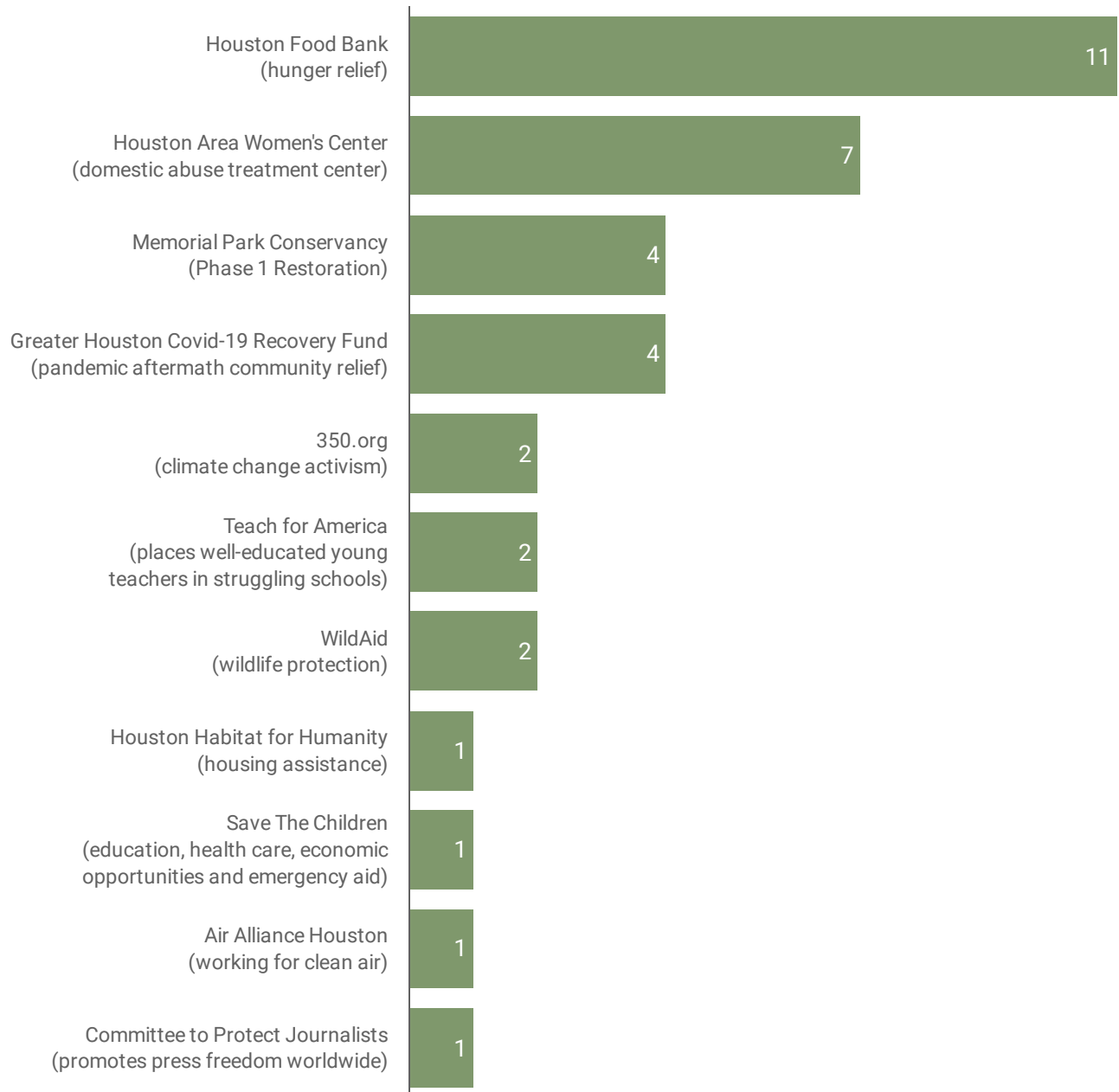
Catherine Bahr
Director of Client Services & Communications

2020 CLIENT SATISFACTION SURVEY

CHARITY DONATIONS

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

Total Donation: \$720.00



2020 CLIENT SATISFACTION SURVEY

FINANCIAL PLANNING

2. Please evaluate the following statements about our **Financial Planning** work for you:

38 Answered



Question ▾	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
You feel comfortable with how we arrange your financial matters to meet your needs	65.79%	31.58%	2.63%	0.00%	0.00%	4.63
We regularly review changes in your financial position and make valuable suggestions in response	44.74%	44.74%	7.89%	2.63%	0.00%	4.32
We present information and results to you in a clear way	68.42%	26.32%	5.26%	0.00%	0.00%	4.63
We learn about and understand you and your financial needs	71.05%	26.32%	2.63%	0.00%	0.00%	4.68
We comprehensively cover planning areas with you	47.37%	47.37%	5.26%	0.00%	0.00%	4.42
We ask good questions	65.79%	34.21%	0.00%	0.00%	0.00%	4.66
Our Financial Planning software (RightCapital) provides clear, credible and helpful results.	34.21%	42.11%	23.68%	0.00%	0.00%	4.11

2020 CLIENT SATISFACTION SURVEY

ADVICE

3. Please evaluate the following statements about the **ADVICE** we give to you:

38 Answered



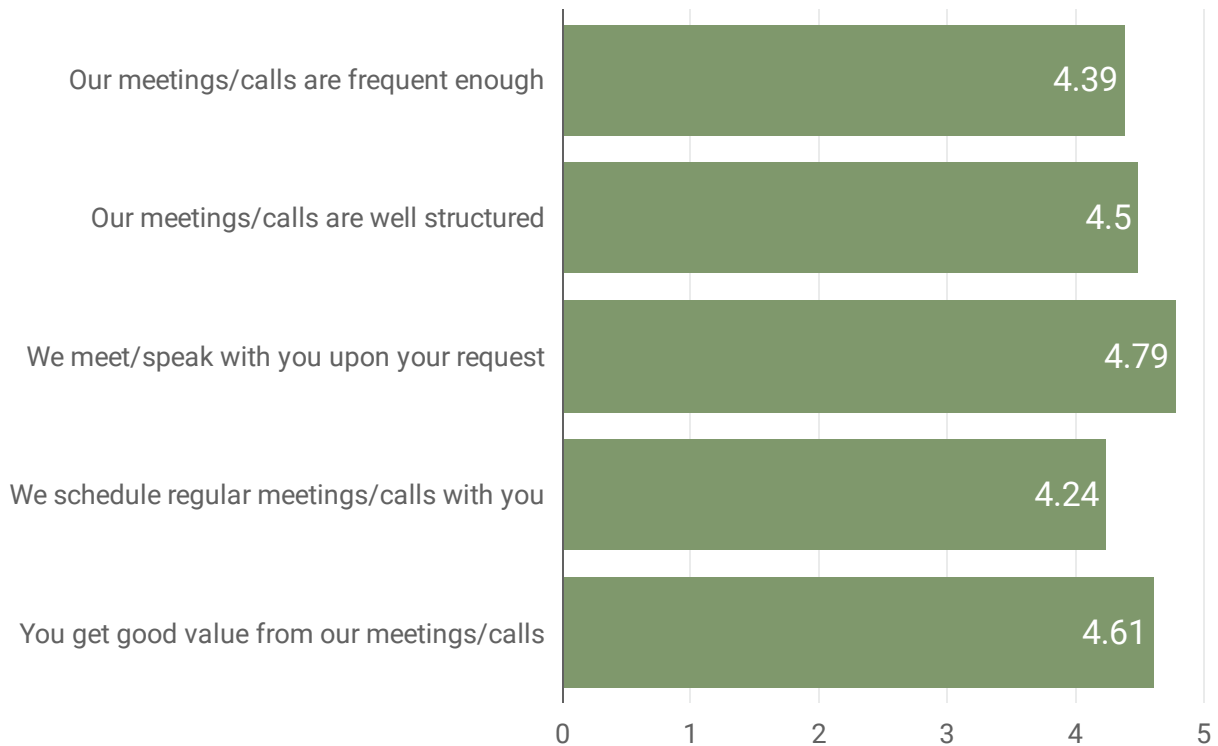
Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
We have your best interests at heart	89.47%	10.53%	0.00%	0.00%	0.00%	4.89
We help navigate markets & investments	63.16%	34.21%	2.63%	0.00%	0.00%	4.61
We help you make good decisions	71.05%	26.32%	2.63%	0.00%	0.00%	4.68
We provide honest and trustworthy advice	84.21%	13.16%	2.63%	0.00%	0.00%	4.82
We render advice prudently, objectively, and thoughtfully	81.58%	18.42%	0.00%	0.00%	0.00%	4.82

2020 CLIENT SATISFACTION SURVEY

MEETINGS & CALLS

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

38 Answered



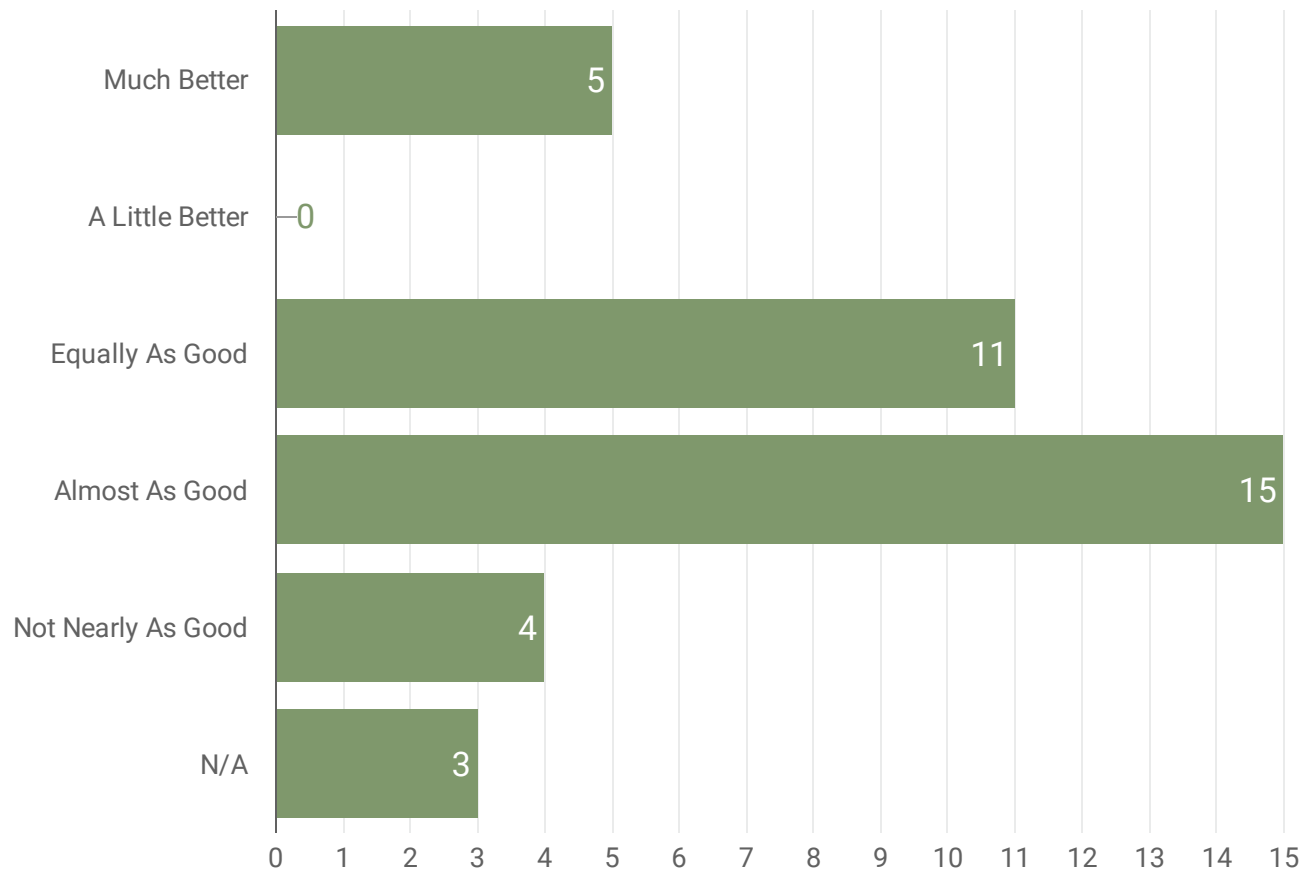
Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
Our meetings/calls are frequent enough	47.37%	44.74%	7.89%	0.00%	0.00%	4.39
Our meetings/calls are well structured	57.89%	34.21%	7.89%	0.00%	0.00%	4.5
We meet/speak with you upon your request	78.95%	21.05%	0.00%	0.00%	0.00%	4.79
We schedule regular meetings/calls with you	44.74%	42.11%	5.26%	7.89%	0.00%	4.24
You get good value from our meetings/calls	65.79%	28.95%	5.26%	0.00%	0.00%	4.61

2020 CLIENT SATISFACTION SURVEY

VIDEO CONFERENCE MEETINGS

5. In response to the global pandemic, New Capital expanded use of video-conference meetings for clients. Please evaluate the following statement on **VIDEO-CONFERENCE MEETINGS**.

38 Answered



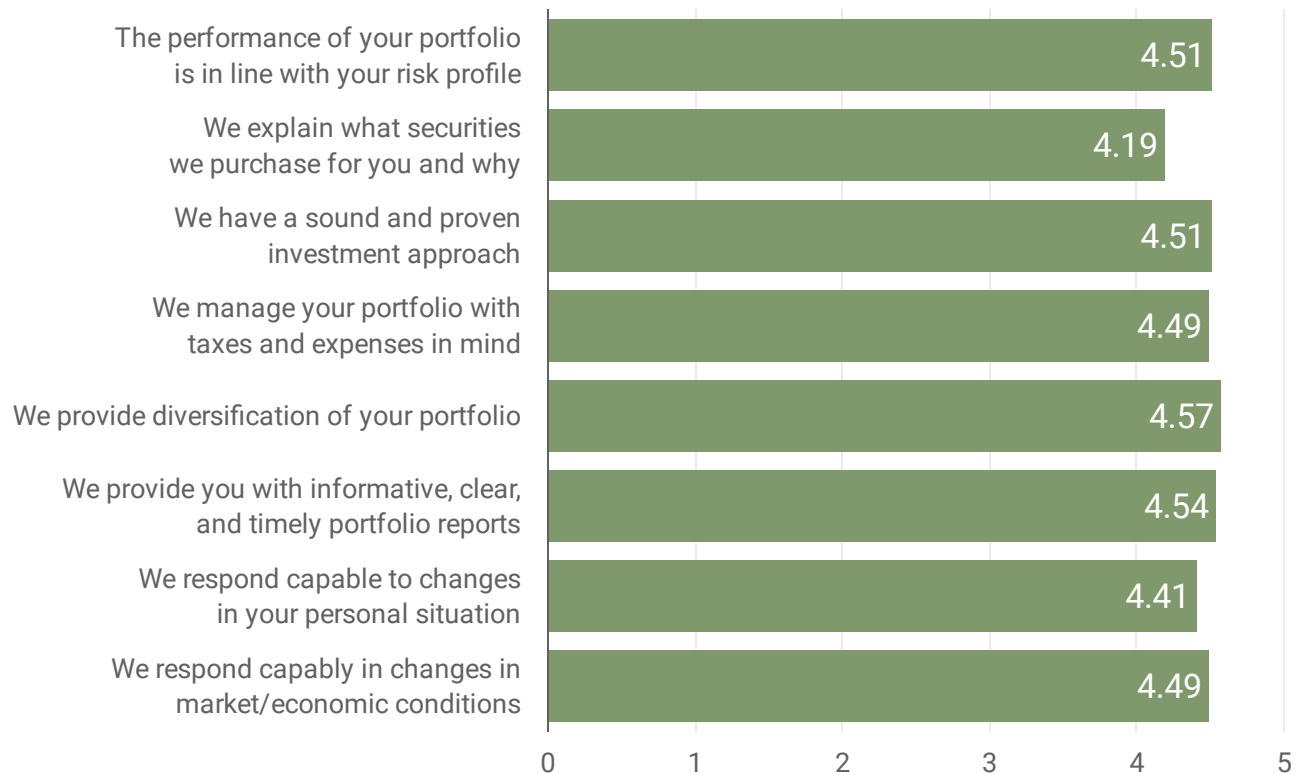
QUESTION 6	Percent	Count
Much Better	13.16%	5
A Little Better	0.00%	0
Equally As Good	28.95%	11
Almost As Good	39.47%	15
Not Nearly As Good	10.53%	4
N/A	7.89%	3

2020 CLIENT SATISFACTION SURVEY

INVESTMENTS

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

37 Answered



Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
The performance of your portfolio is in line with your risk profile	54.05%	43.24%	2.70%	0.00%	0.00%	4.51
We explain what securities we purchase for you and why	40.54%	40.54%	16.22%	2.70%	0.00%	4.19
We have a sound and proven investment approach	51.35%	48.65%	0.00%	0.00%	0.00%	4.51
We manage your portfolio with taxes and expenses in mind	56.76%	35.14%	8.11%	0.00%	0.00%	4.49
We provide diversification of your portfolio	59.46%	37.84%	2.70%	0.00%	0.00%	4.57
We provide you with informative, clear, and timely portfolio reports	62.16%	32.43%	2.70%	2.70%	0.00%	4.54
We respond capable to changes in your personal situation	51.35%	37.84%	10.81%	0.00%	0.00%	4.41
We respond capably in changes in market/economic conditions	48.65%	51.35%	0.00%	0.00%	0.00%	4.49

2020 CLIENT SATISFACTION SURVEY

ADMINISTRATIVE SERVICES

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

37 Answered



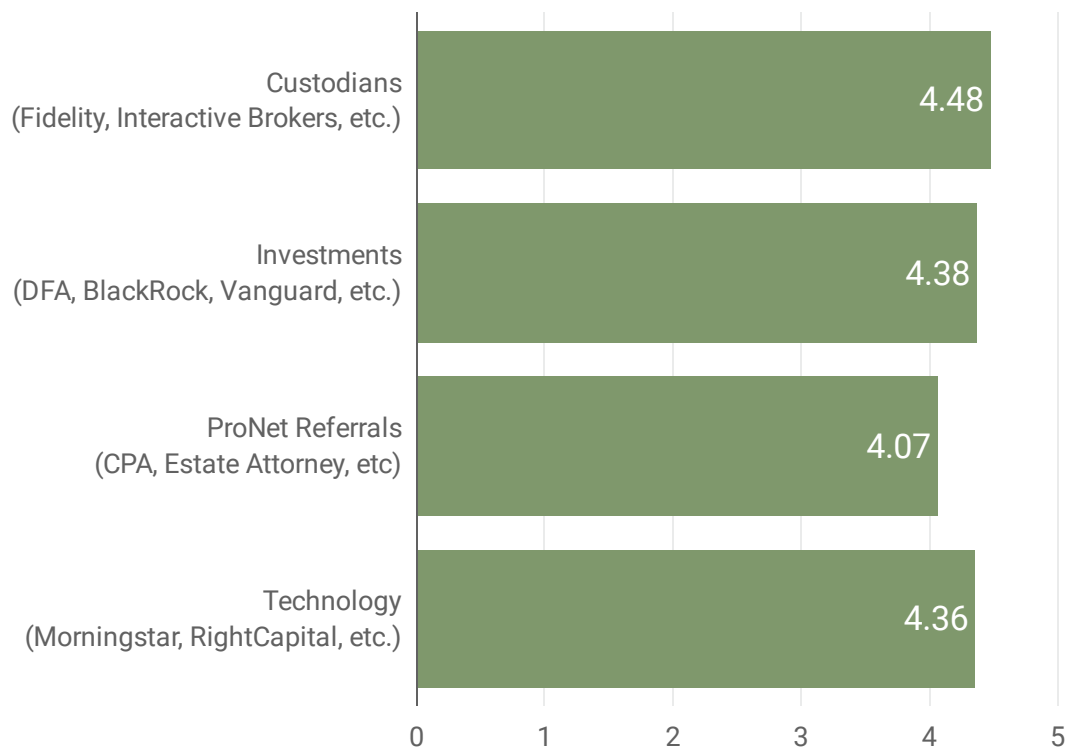
Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
Our administrative services save you time and reduce frustration	70.27%	21.62%	8.11%	0.00%	0.00%	4.62
We accurately, securely, and promptly handle administrative and account tasks for you	78.38%	18.92%	2.70%	0.00%	0.00%	4.76
We appropriately prioritize and respond to your administrative and account tasks	78.38%	18.92%	2.70%	0.00%	0.00%	4.76
We follow up and confirm our actions with you	78.38%	21.62%	0.00%	0.00%	0.00%	4.78
We provide valuable technology and cybersecurity assistance	62.16%	21.62%	16.22%	0.00%	0.00%	4.46

2020 CLIENT SATISFACTION SURVEY

SERVICE PARTNERS

8. Please rate your satisfaction with the following **SERVICE PARTNERS**:

37 Answered



Question ^	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	N/A	Weighted Average
Custodians (Fidelity, Interactive Brokers, etc.)	54.05%	29.73%	2.70%	0.00%	2.70%	10.81%	4.48
Investments (DFA, BlackRock, Vanguard, etc.)	40.54%	24.32%	0.00%	2.70%	2.70%	29.73%	4.38
ProNet Referrals (CPA, Estate Attorney, etc.)	13.51%	16.22%	10.81%	0.00%	0.00%	59.46%	4.07
Technology (Morningstar, RightCapital, etc.)	37.84%	32.43%	2.70%	0.00%	2.70%	24.32%	4.36

2020 CLIENT SATISFACTION SURVEY

COMMUNICATION TOOLS

9. Please indicate your level of use of the following New Capital **COMMUNICATIONS TOOLS**:

37 Answered



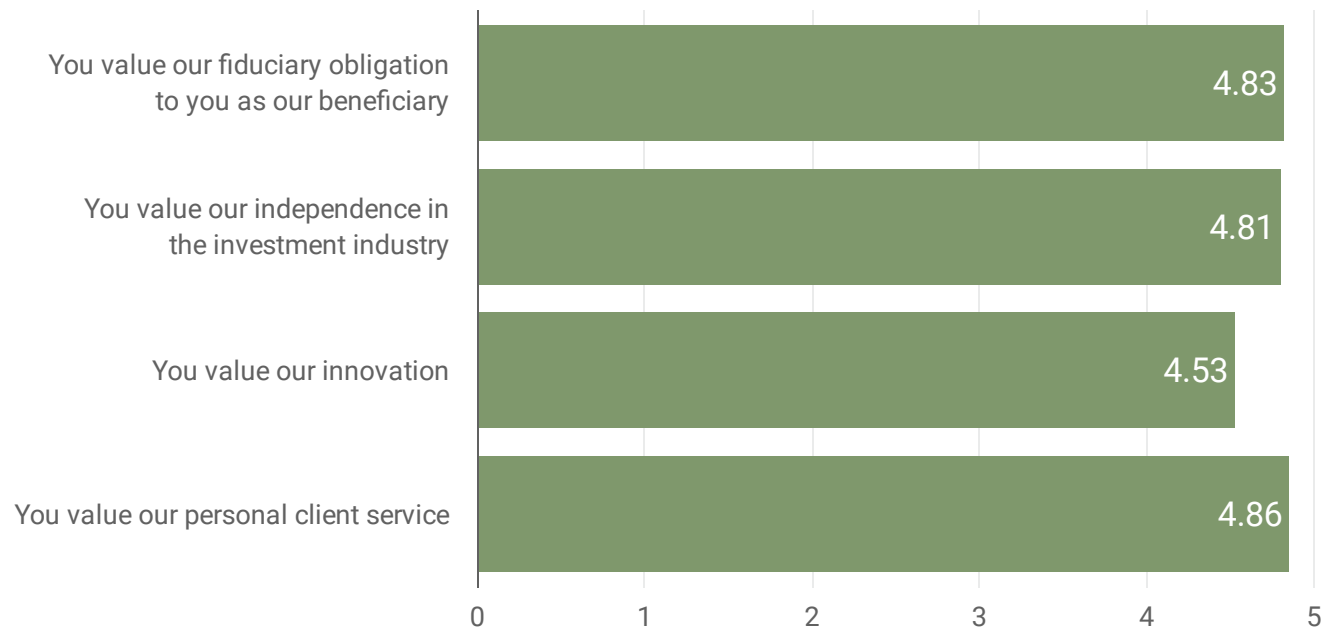
Question ^	Access Regularly	Access Occasionally	Never Access	Weighted Average
Annual Client Conference	59.46%	29.73%	10.81%	2.49
New Capital Journal	64.86%	29.73%	5.41%	2.59
Quarterly Webinars	27.03%	64.86%	8.11%	2.19
Social Media pages	0.00%	21.62%	78.38%	1.22
Website	2.70%	70.27%	27.03%	1.76

2020 CLIENT SATISFACTION SURVEY

SERVICES

10. Please evaluate the following statements about our **SERVICES**:

36 Answered



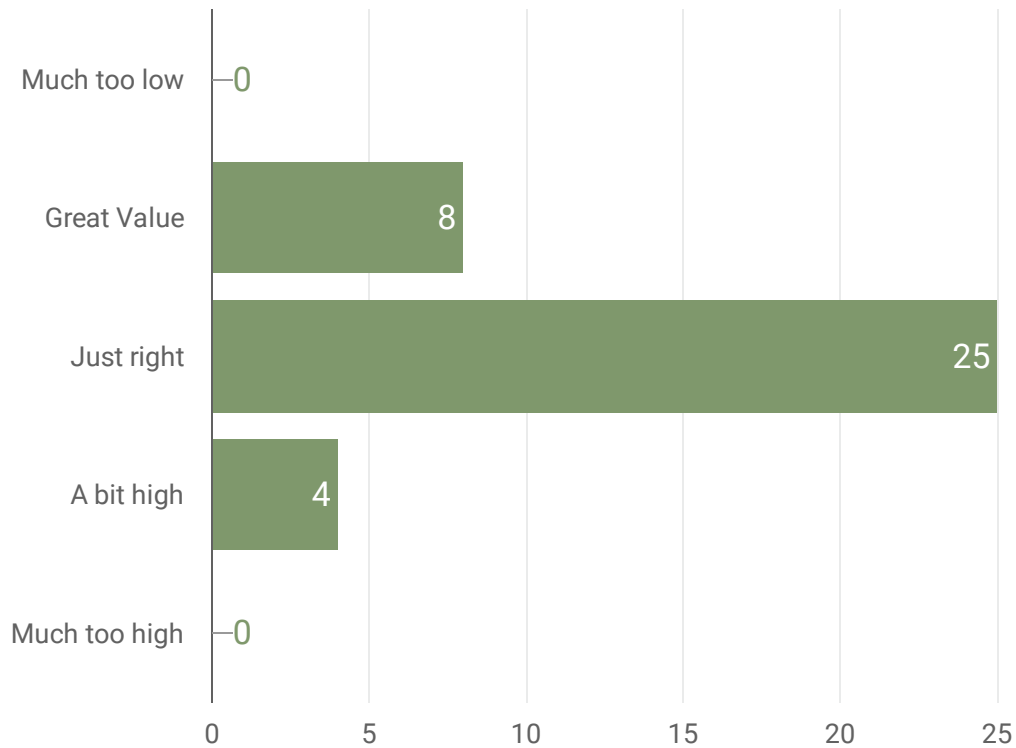
Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
You value our fiduciary obligation to you as our beneficiary	83.33%	16.67%	0.00%	0.00%	0.00%	4.83
You value our independence in the investment industry	80.56%	19.44%	0.00%	0.00%	0.00%	4.81
You value our innovation	58.33%	36.11%	5.56%	0.00%	0.00%	4.53
You value our personal client service	88.89%	8.33%	2.78%	0.00%	0.00%	4.86

2020 CLIENT SATISFACTION SURVEY

FEES

11. New Capital FEES are:

37 Answered



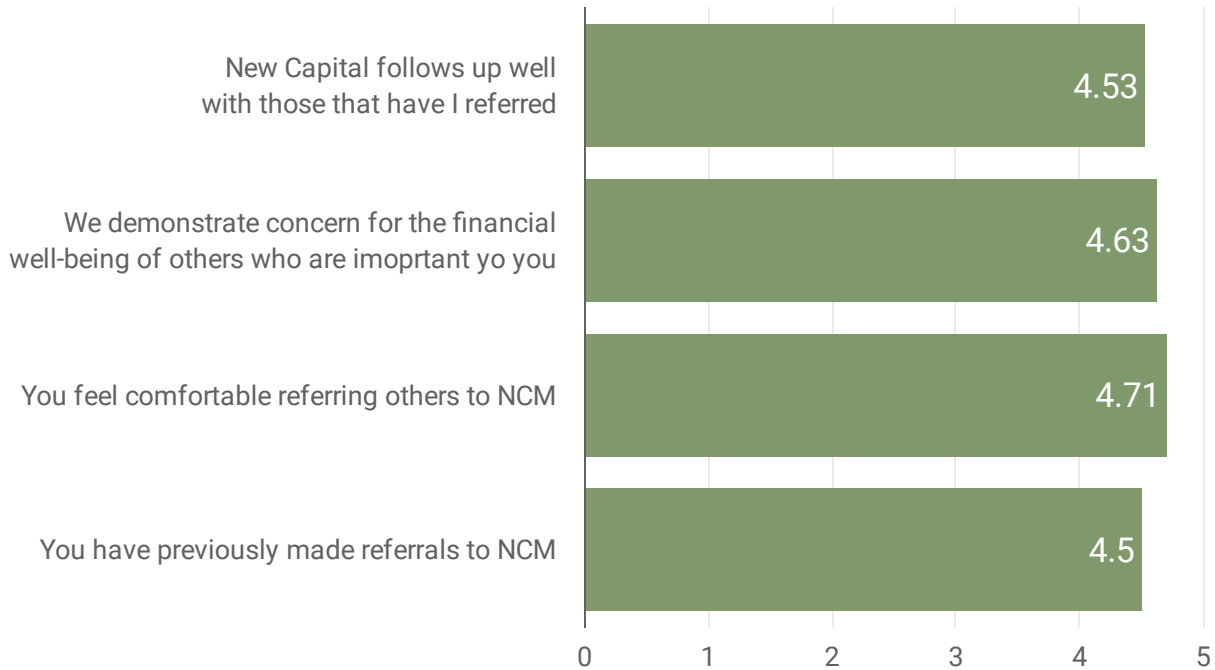
Question	Percent	Count
Much too high	0.00%	0
A bit high	10.81%	4
Just right	67.57%	25
Great Value	21.62%	8
Much too low	0.00%	0

2020 CLIENT SATISFACTION SURVEY

REFERRALS OF FRIENDS & FAMILY

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

36 Answered



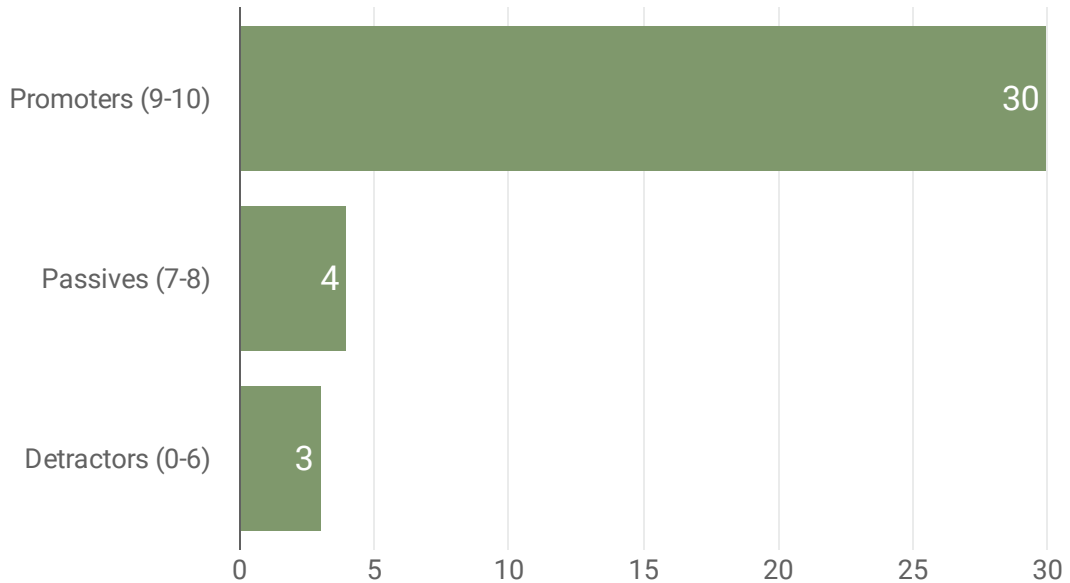
Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Weighted Average
New Capital follows up well with those that have I referred	25.00%	22.22%	0.00%	0.00%	0.00%	52.78%	4.53
We demonstrate concern for the financial well-being of others who are important to you	51.35%	29.73%	0.00%	0.00%	0.00%	18.92%	4.63
You feel comfortable referring others to NCM	59.46%	24.32%	0.00%	0.00%	0.00%	16.22%	4.71
You have previously made referrals to NCM	35.14%	27.03%	2.70%	0.00%	0.00%	35.14%	4.5

2020 CLIENT SATISFACTION SURVEY

NET PROMOTER SCORE

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

37 Answered



Question	Percent	Count
Promoters (9-10)	81.08%	30
Passives (7-8)	10.81%	4
Detractors (0-6)	8.11%	3

Net Promoter Score

Net Promoter Score measures customer experience and predicts business growth.

The scale ranges from -100 to 100.

