

# 2022 CLIENT SATISFACTION SURVEY

## SUMMARY OF RESULTS

Thank you to our clients who participated in the 2022 New Capital Client Satisfaction Survey. The data gathered from the responses provides us with valuable information regarding our services, operations, and professional relationships 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 41 individual responses out of 144 clients that we sent to. This shows a **28.5% participation rate**.
- **\$700** was donated to selected charities including: Houston Food Bank, UNICEF, Houston Area Women's Center, 350.org, Committee to Protect Journalists, Memorial Park Conservancy, Save The Children, Houston Habitat for Humanity, WildAid, and Center for Constitutional Rights.
- New Capital's services received the following ratings:
  - Financial Planning – 4.5/5
  - Advice – 4.6/5
  - Investment Management – 4.3/5
  - Administrative Services – 4.4/5
  - Meetings & Calls – 4.5/5
- Net-Promoter Score
  - 87.18% of respondents indicated that they are very likely to refer New Capital Management to a friend or colleague.
  - 10.26% of respondents indicated that they are passive about referring New Capital Management to a friend or colleague.
  - 2.56% of respondents indicated that they would not refer New Capital Management to a friend or colleague.

Every day, and in everything we do, we are constantly striving to exceed your expectations. Please contact us if there is any way we can improve our services to you, or if you know someone who might benefit from meeting with us. We welcome and appreciate introductions to your family, friends, and colleagues so that we might serve them as well.

Sincerely,



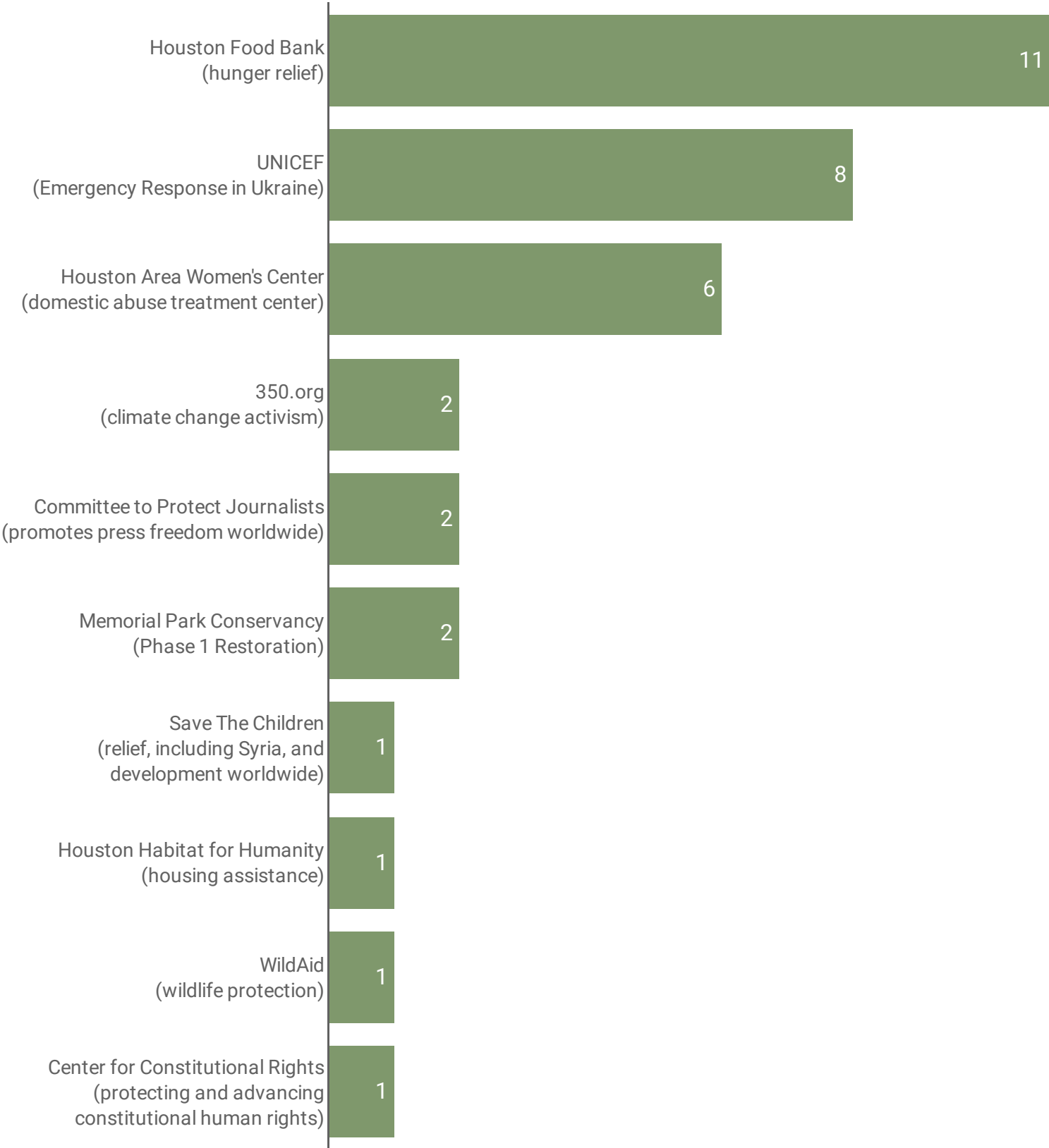
Catherine Bahr  
Director of Client Services & Communications

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## 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.

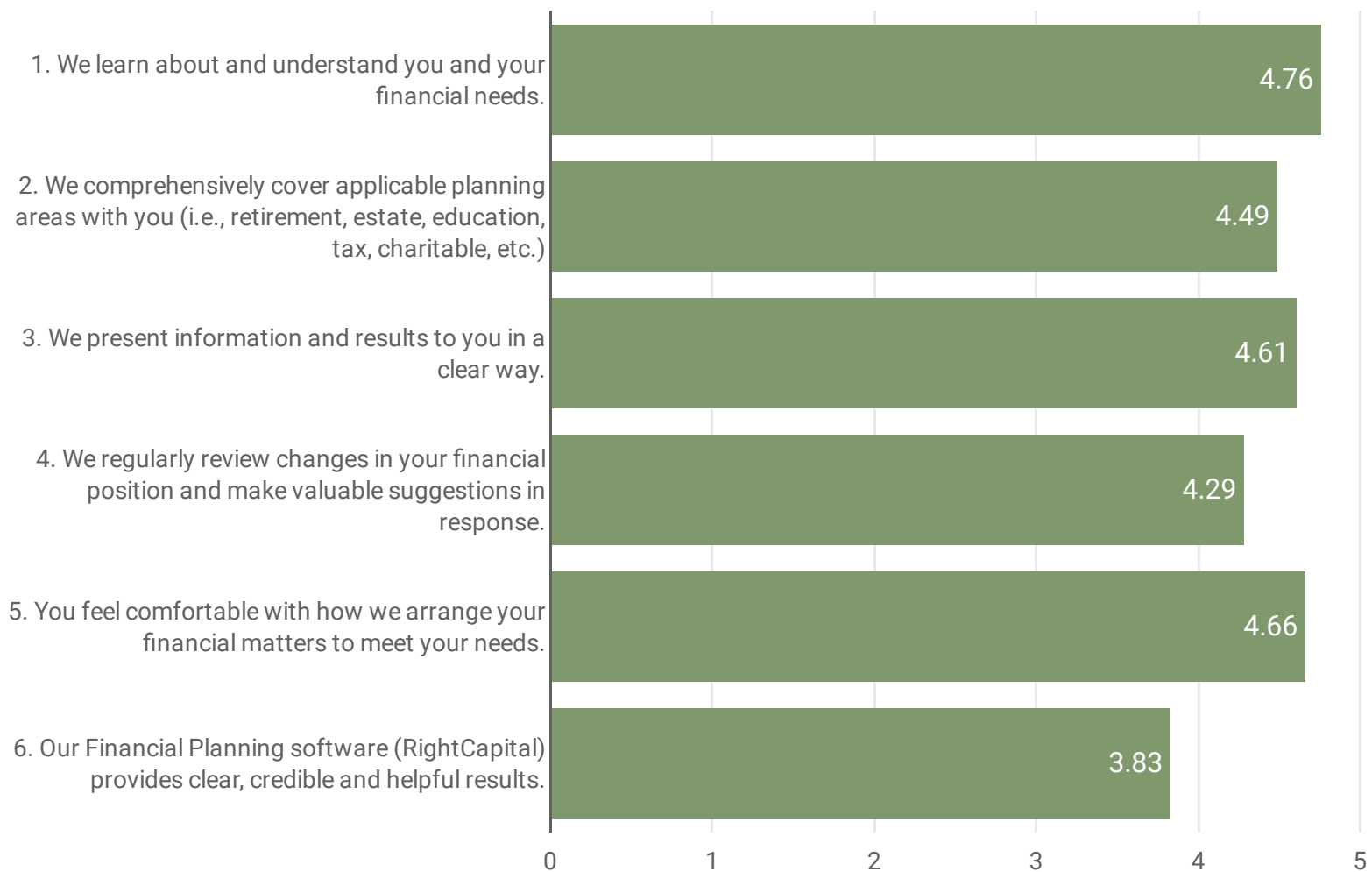
**Total Donation: \$700.00**



# 2022 CLIENT SATISFACTION SURVEY

## FINANCIAL PLANNING

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

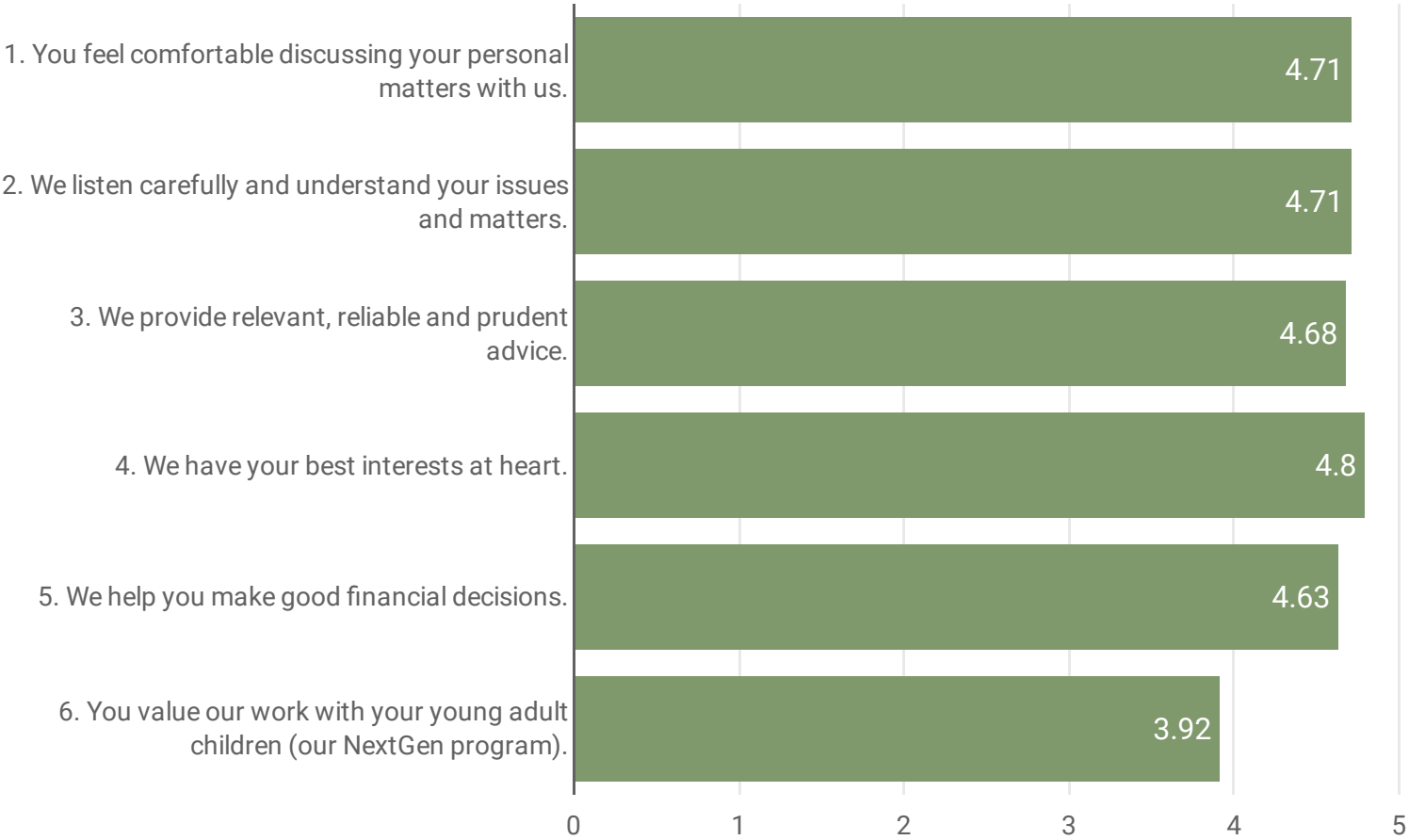


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. We learn about and understand you and your financial needs.	75.61%	24.39%	0.00%	0.00%	0.00%	4.76
2. We comprehensively cover applicable planning areas with you (i.e., retirement, estate, education, tax, charitable, etc.)	56.10%	36.59%	7.32%	0.00%	0.00%	4.49
3. We present information and results to you in a clear way.	65.85%	31.71%	0.00%	2.44%	0.00%	4.61
4. We regularly review changes in your financial position and make valuable suggestions in response.	48.78%	31.71%	19.51%	0.00%	0.00%	4.29
5. You feel comfortable with how we arrange your financial matters to meet your needs.	70.73%	24.39%	4.88%	0.00%	0.00%	4.66
6. Our Financial Planning software (RightCapital) provides clear, credible and helpful results.	24.39%	34.15%	41.46%	0.00%	0.00%	3.83

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## ADVICE

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

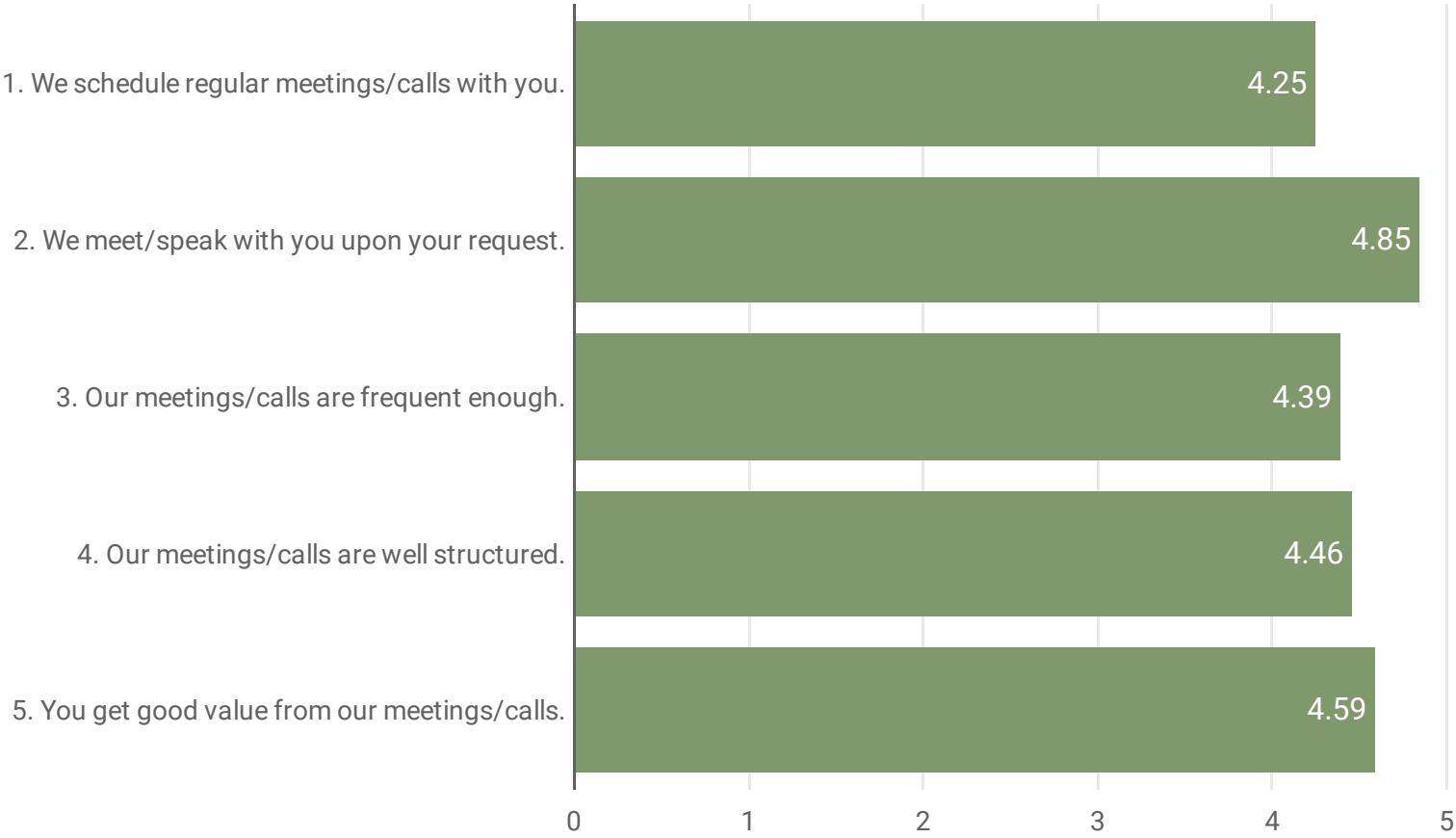


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. You feel comfortable discussing your personal matters with us.	70.73%	29.27%	0.00%	0.00%	0.00%	4.71
2. We listen carefully and understand your issues and matters.	73.17%	24.39%	2.44%	0.00%	0.00%	4.71
3. We provide relevant, reliable and prudent advice.	68.29%	31.71%	0.00%	0.00%	0.00%	4.68
4. We have your best interests at heart.	82.93%	14.63%	2.44%	0.00%	0.00%	4.8
5. We help you make good financial decisions.	65.85%	31.71%	2.44%	0.00%	0.00%	4.63
6. You value our work with your young adult children (our NextGen program).	40.00%	12.00%	48.00%	0.00%	0.00%	3.92

# 2022 CLIENT SATISFACTION SURVEY

## MEETINGS & CALLS

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



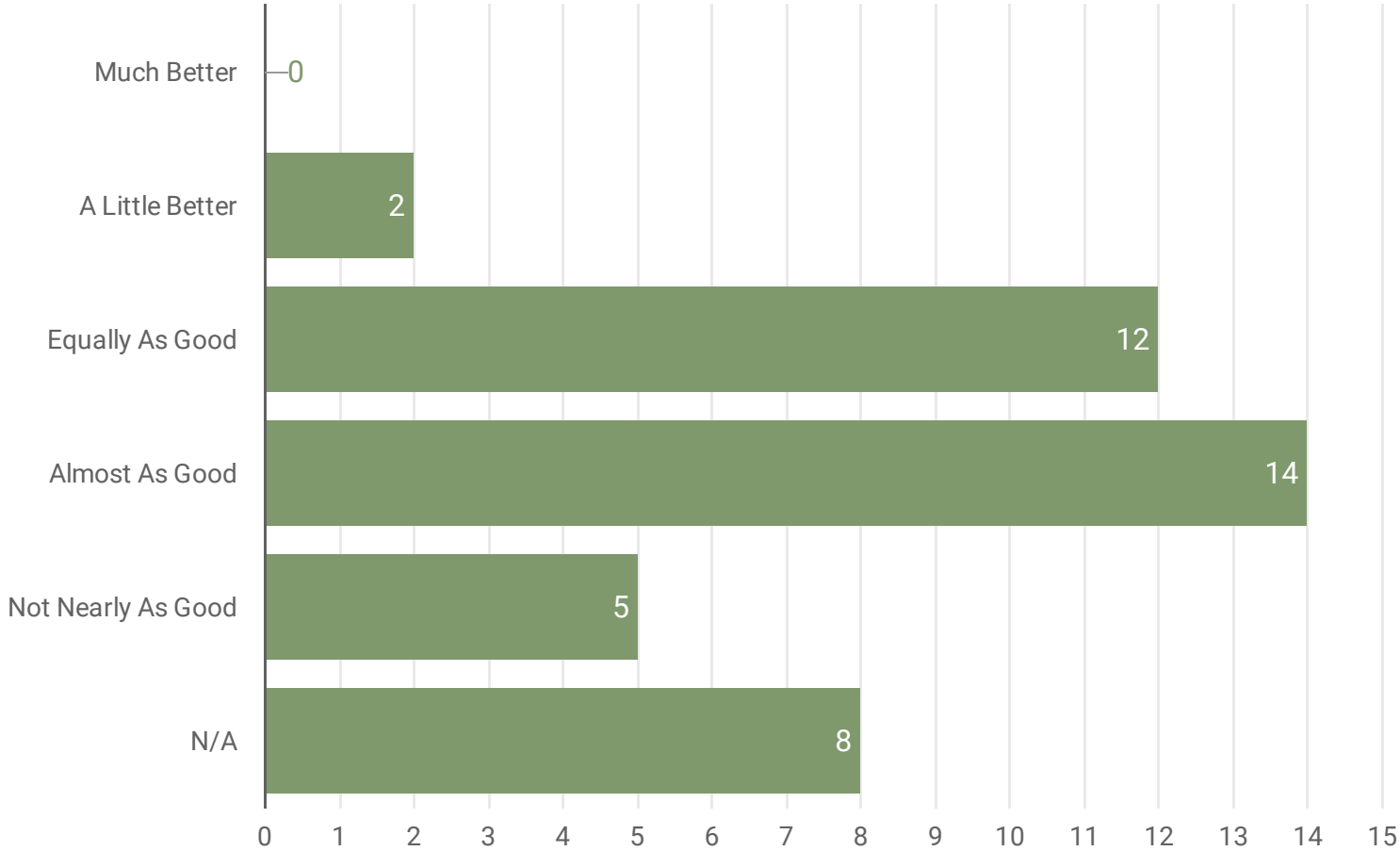
Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. We schedule regular meetings/calls with you.	42.50%	40.00%	17.50%	0.00%	0.00%	4.25
2. We meet/speak with you upon your request.	85.37%	14.63%	0.00%	0.00%	0.00%	4.85
3. Our meetings/calls are frequent enough.	51.22%	36.59%	12.20%	0.00%	0.00%	4.39
4. Our meetings/calls are well structured.	53.85%	38.46%	7.69%	0.00%	0.00%	4.46
5. You get good value from our meetings/calls.	60.98%	36.59%	2.44%	0.00%	0.00%	4.59

# 2022 CLIENT SATISFACTION SURVEY

## VIDEO CONFERENCE MEETINGS

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**:

**Compared to in-person meetings, video conference (Zoom) meetings are:**



Video Conferencing	Percent	Count
Much Better	0.00%	0
A Little Better	4.88%	2
Equally As Good	29.27%	12
Almost As Good	34.15%	14
Not Nearly As Good	12.20%	5
N/A	19.51%	8

# 2022 CLIENT SATISFACTION SURVEY

## INVESTMENTS

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

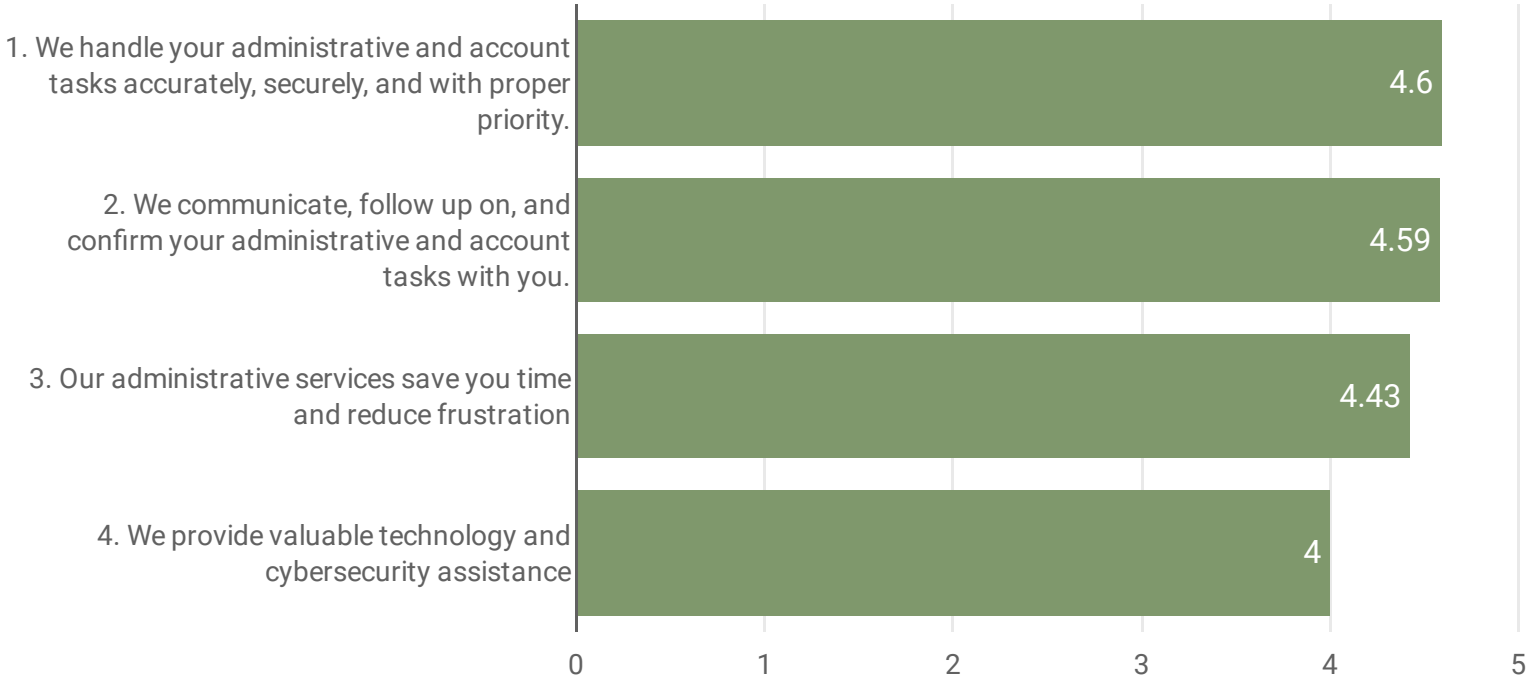


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. We help you navigate markets and investments.	55.00%	37.50%	7.50%	0.00%	0.00%	4.48
2. We have a sound and proven investment approach	52.50%	42.50%	0.00%	0.00%	5.00%	4.38
3. We explain what securities we purchase for you and why	30.77%	46.15%	17.95%	2.56%	2.56%	4
4. The performance of your portfolio is in line with your risk profile	40.00%	55.00%	2.50%	0.00%	2.50%	4.3
5. We provide diversification of your portfolio	47.50%	45.00%	5.00%	0.00%	2.50%	4.35
6. We capably modify your portfolio in response to changes in your personal situation.	41.03%	38.46%	17.95%	0.00%	2.56%	4.15
7. We capably modify your portfolio in response to changes in market and economic conditions.	40.00%	50.00%	7.50%	0.00%	2.50%	4.25
8. We manage your portfolio with taxes and expenses in mind	42.50%	40.00%	15.00%	0.00%	2.50%	4.2
9. We provide you with informative, clear, and timely portfolio reports	42.50%	47.50%	5.00%	2.50%	2.50%	4.25

# 2022 CLIENT SATISFACTION SURVEY

## ADMINISTRATIVE SERVICES

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



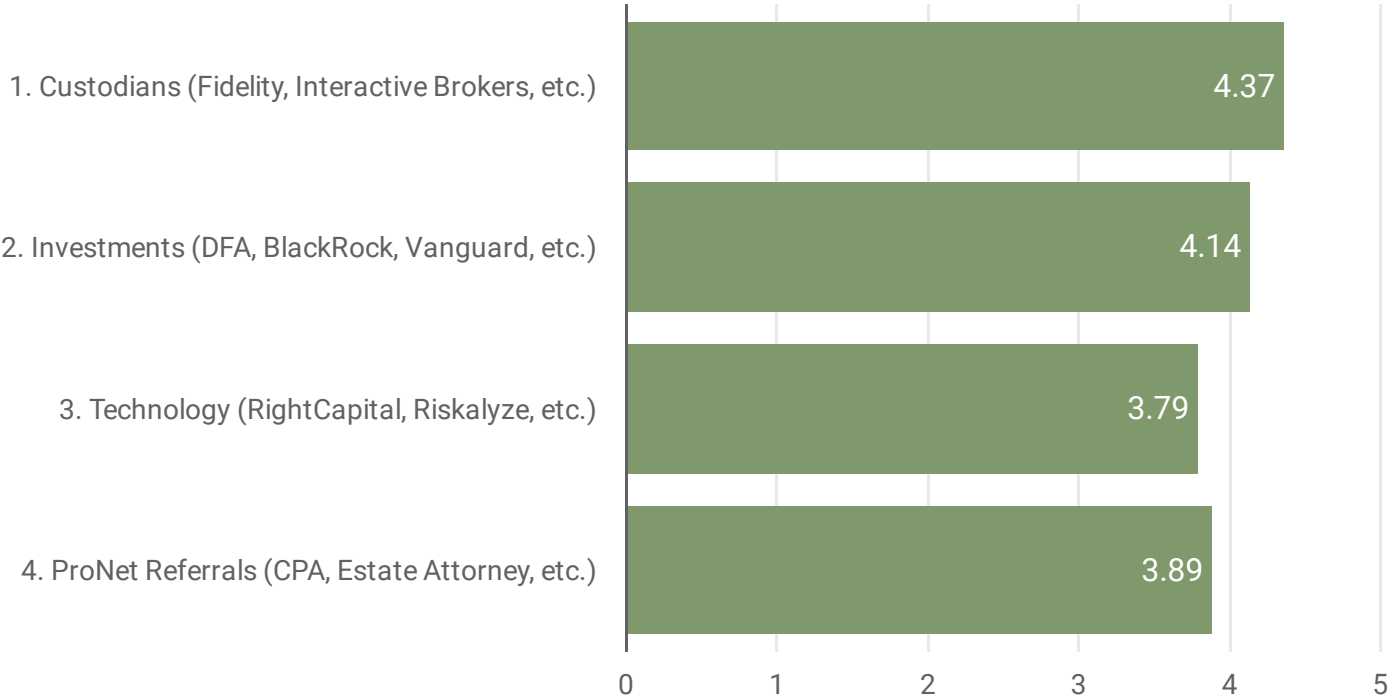
Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. We handle your administrative and account tasks accurately, securely, and with proper priority.	72.50%	20.00%	5.00%	0.00%	2.50%	4.6
2. We communicate, follow up on, and confirm your administrative and account tasks with you.	71.79%	20.51%	5.13%	0.00%	2.56%	4.59
3. Our administrative services save you time and reduce frustration	57.50%	32.50%	7.50%	0.00%	2.50%	4.43
4. We provide valuable technology and cybersecurity assistance	35.00%	35.00%	27.50%	0.00%	2.50%	4



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## SERVICE PARTNERS

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

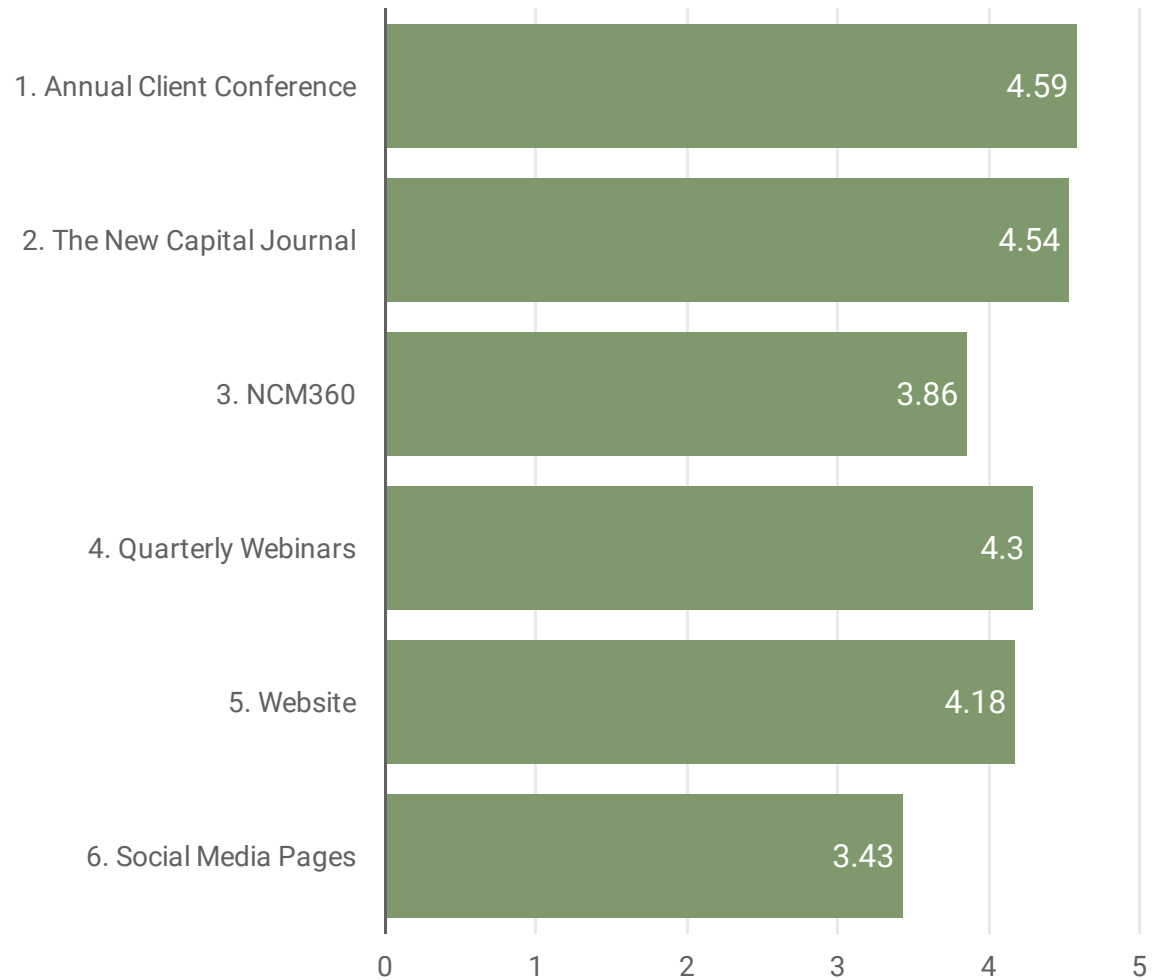


Question ^	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	N/A	Weighted Average
1. Custodians (Fidelity, Interactive Brokers, etc.)	50.00%	40.00%	0.00%	0.00%	5.00%	5.00%	4.37
2. Investments (DFA, BlackRock, Vanguard, etc.)	35.00%	25.00%	5.00%	2.50%	5.00%	27.50%	4.14
3. Technology (RightCapital, Riskalyze, etc.)	20.51%	20.51%	12.82%	2.56%	5.13%	38.46%	3.79
4. ProNet Referrals (CPA, Estate Attorney, etc.)	23.08%	15.38%	30.77%	0.00%	0.00%	30.77%	3.89

# 2022 CLIENT SATISFACTION SURVEY

## COMMUNICATION TOOLS

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

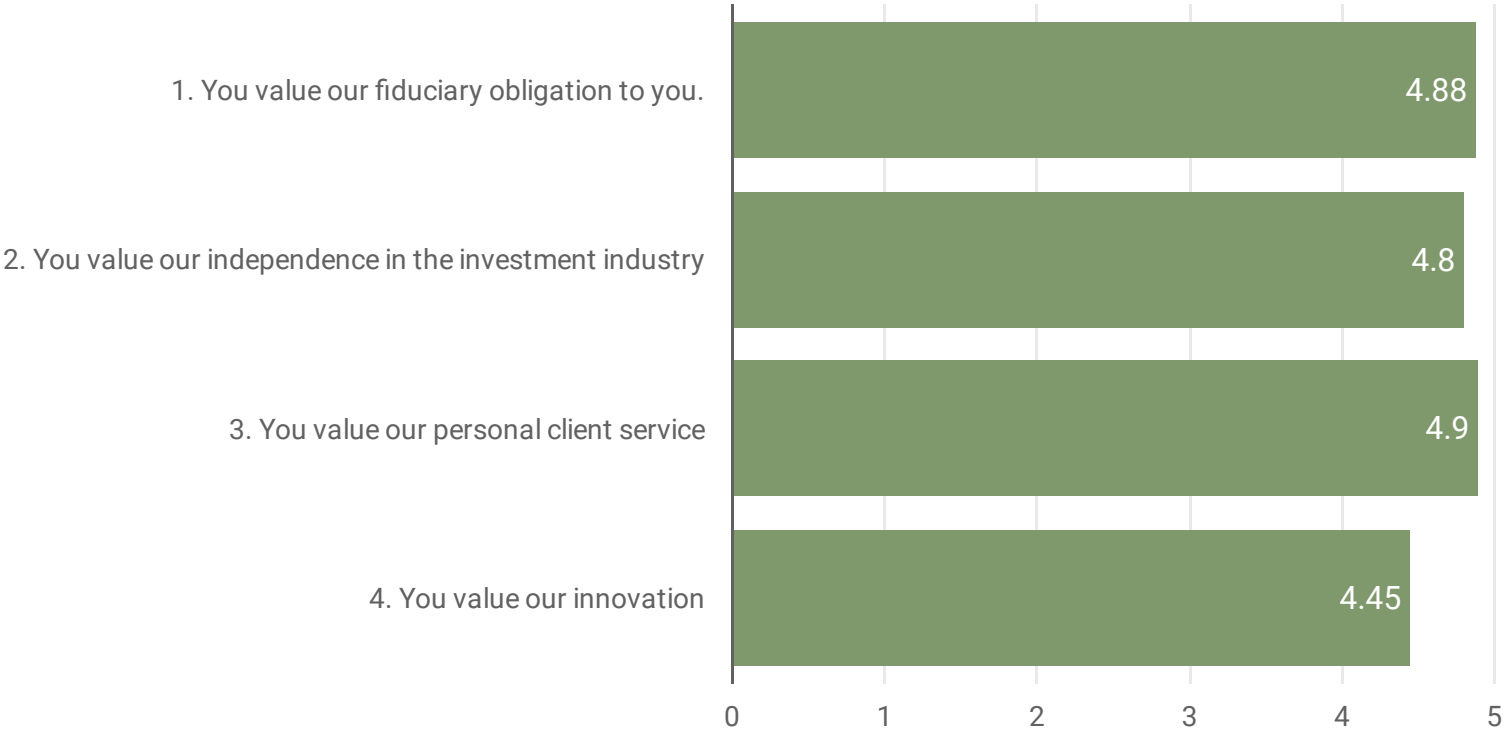


Question ^	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	N/A	Weighted Average
1. Annual Client Conference	62.50%	22.50%	7.50%	0.00%	0.00%	7.50%	4.59
2. The New Capital Journal	55.00%	40.00%	2.50%	0.00%	0.00%	2.50%	4.54
3. NCM360	12.50%	20.00%	20.00%	0.00%	0.00%	47.50%	3.86
4. Quarterly Webinars	30.00%	47.50%	5.00%	0.00%	0.00%	17.50%	4.3
5. Website	27.50%	42.50%	12.50%	0.00%	0.00%	17.50%	4.18
6. Social Media Pages	2.50%	10.00%	22.50%	0.00%	0.00%	65.00%	3.43

# 2022 CLIENT SATISFACTION SURVEY

## SERVICES

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

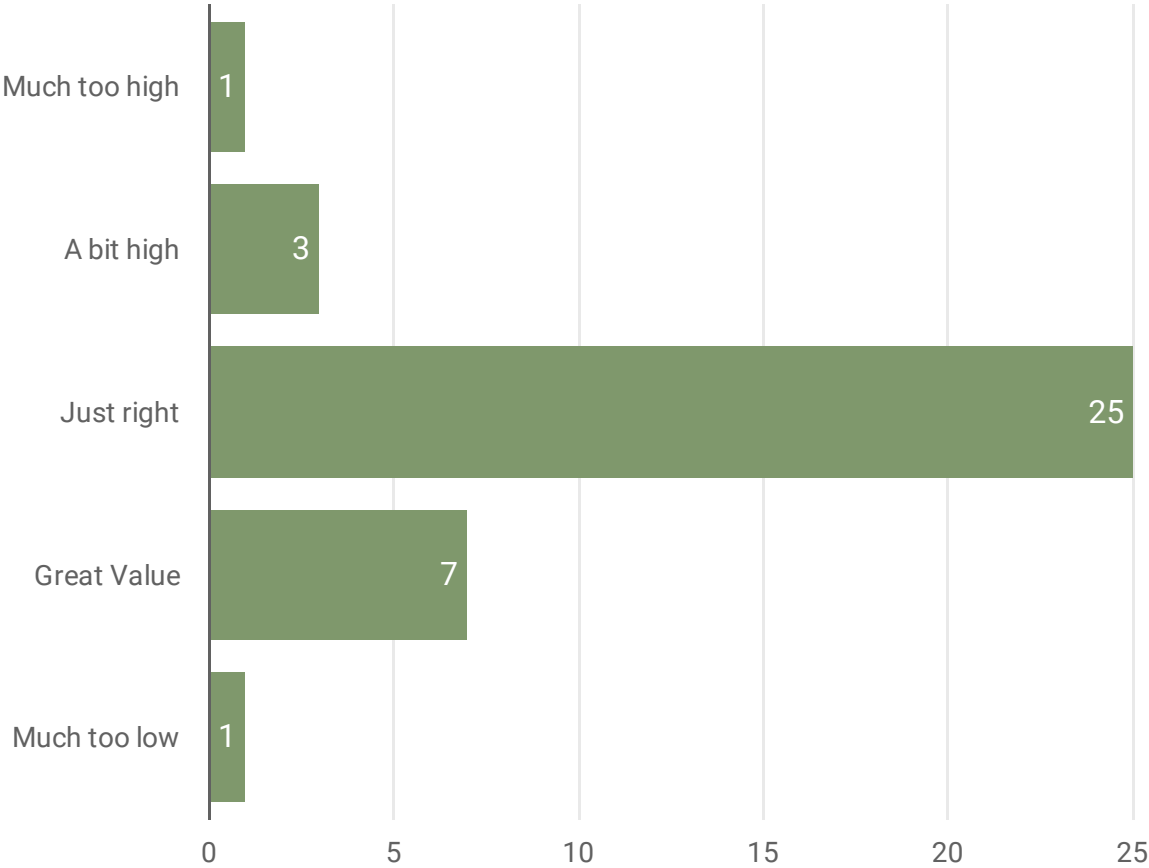


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. You value our fiduciary obligation to you.	87.50%	12.50%	0.00%	0.00%	0.00%	4.88
2. You value our independence in the investment industry	80.00%	20.00%	0.00%	0.00%	0.00%	4.8
3. You value our personal client service	89.74%	10.26%	0.00%	0.00%	0.00%	4.9
4. You value our innovation	52.63%	39.47%	7.89%	0.00%	0.00%	4.45

# 2022 CLIENT SATISFACTION SURVEY

## FEES

New Capital FEES are:

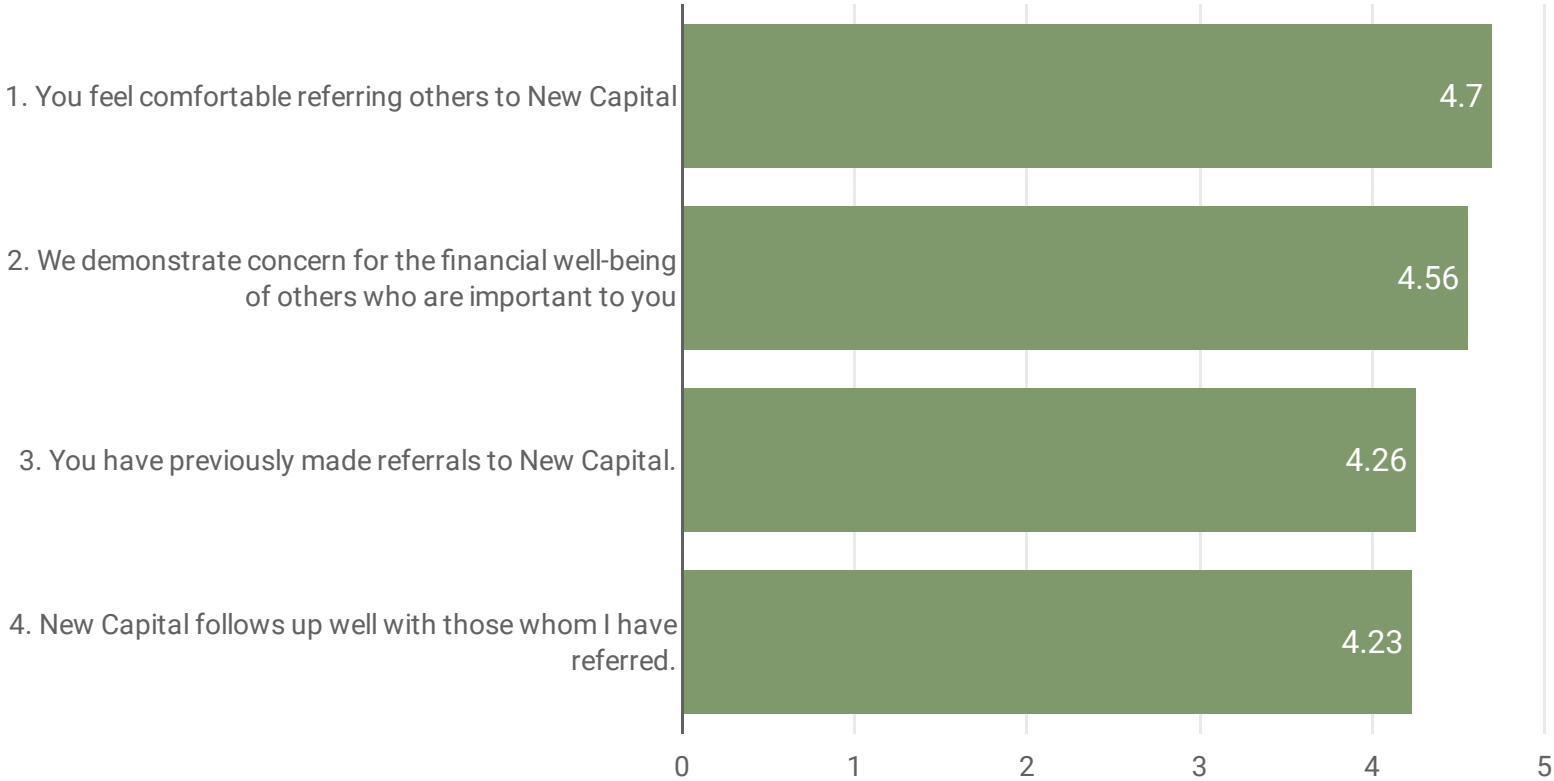


Question	Percent	Count
Much too high	2.70%	1
A bit high	8.11%	3
Just right	67.57%	25
Great Value	18.92%	7
Much too low	2.70%	1

# 2022 CLIENT SATISFACTION SURVEY

## REFERRALS OF FRIENDS & FAMILY

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

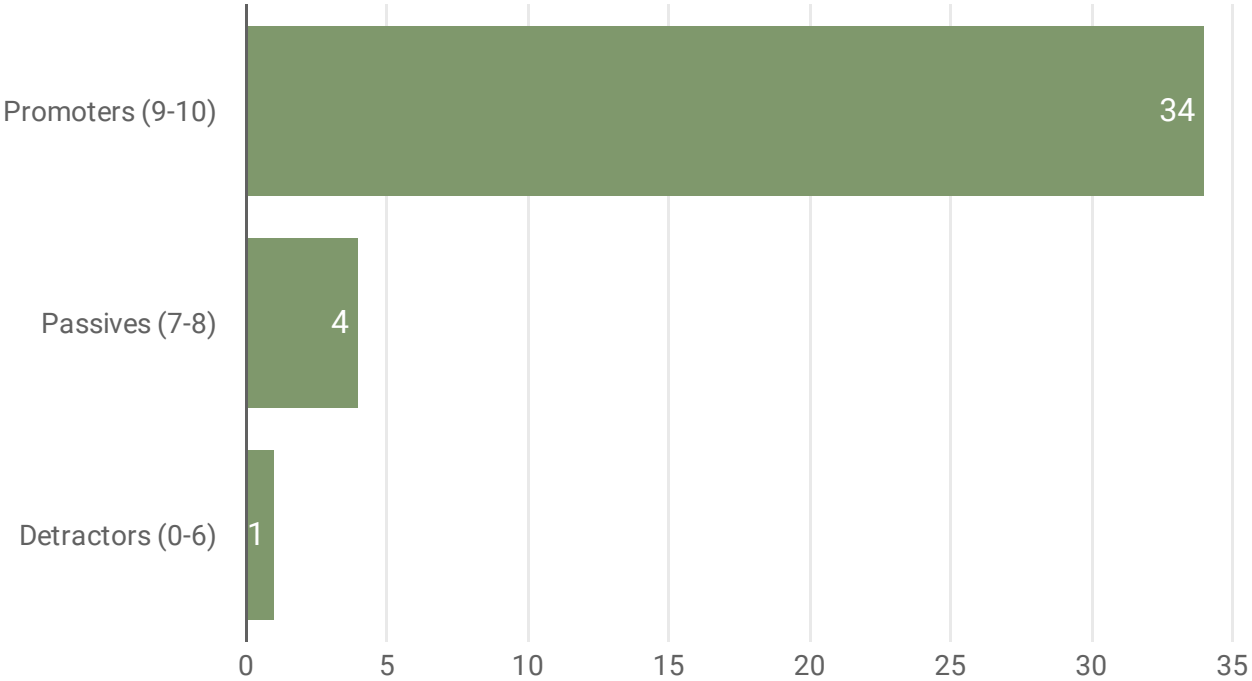


Question ^	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
1. You feel comfortable referring others to New Capital	70.00%	30.00%	0.00%	0.00%	0.00%	4.7
2. We demonstrate concern for the financial well-being of others who are important to you	55.00%	30.00%	5.00%	0.00%	0.00%	4.56
3. You have previously made referrals to New Capital.	35.00%	32.50%	5.00%	5.00%	0.00%	4.26
4. New Capital follows up well with those whom I have referred.	33.33%	15.38%	17.95%	0.00%	0.00%	4.23

# 2022 CLIENT SATISFACTION SURVEY

## NET PROMOTER SCORE

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



Question	Percent	Count
Promoters (9-10)	87.18%	34
Passives (7-8)	10.26%	4
Detractors (0-6)	2.56%	1

### Net Promoter Score

Net Promoter Score measures customer experience and predicts business growth.

The scale ranges from -100 to 100.

