

**NEWCAPITAL**

**2018**

**Client Satisfaction Survey**

**Results**

## Summary of Results

Thank you to our clients who participated in the 2018 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 43 individual responses out of 140 clients that we sent to. This shows a **30% participation rate**.
- **\$720** was donated to selected charities including: Air Alliance Houston, American Red Cross, Houston Area Women's Center, Houston Food Bank, Houston Habitat for Humanity, Nature Conservancy, Save the Children, Teach for America, and WildAid.
- New Capital's services received the following ratings:
  - Financial Planning – 4.55 / 5
  - Fiduciary Advice – 4.77 / 5
  - Meetings & Calls – 4.52 / 5
  - Investment Management – 4.48 / 5
  - Administration – 4.58 / 5
- New Capital's Fees
  - 54% of respondents indicated that our fees are **just right**.
  - 27% of respondents indicated that our fees are a great value.
  - 18% of respondents indicated that our fees are a bit high.
  - 0% of respondents indicated that our fees are much too high, or much too low.
- Net Promoter Score - 89
  - 89% 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.
  - 0% 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,

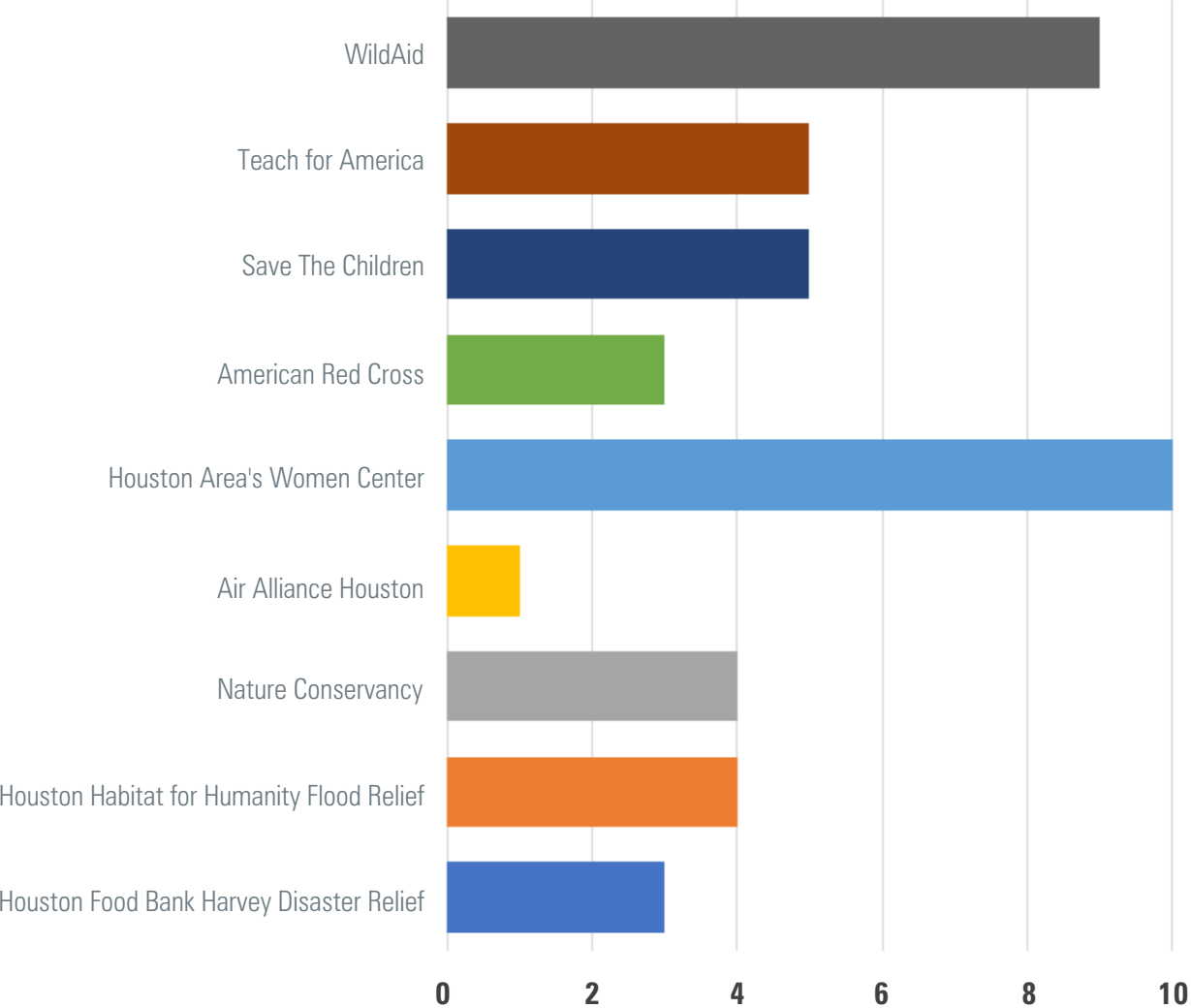


**Catherine Bahr**

Director of Client Services & Communications

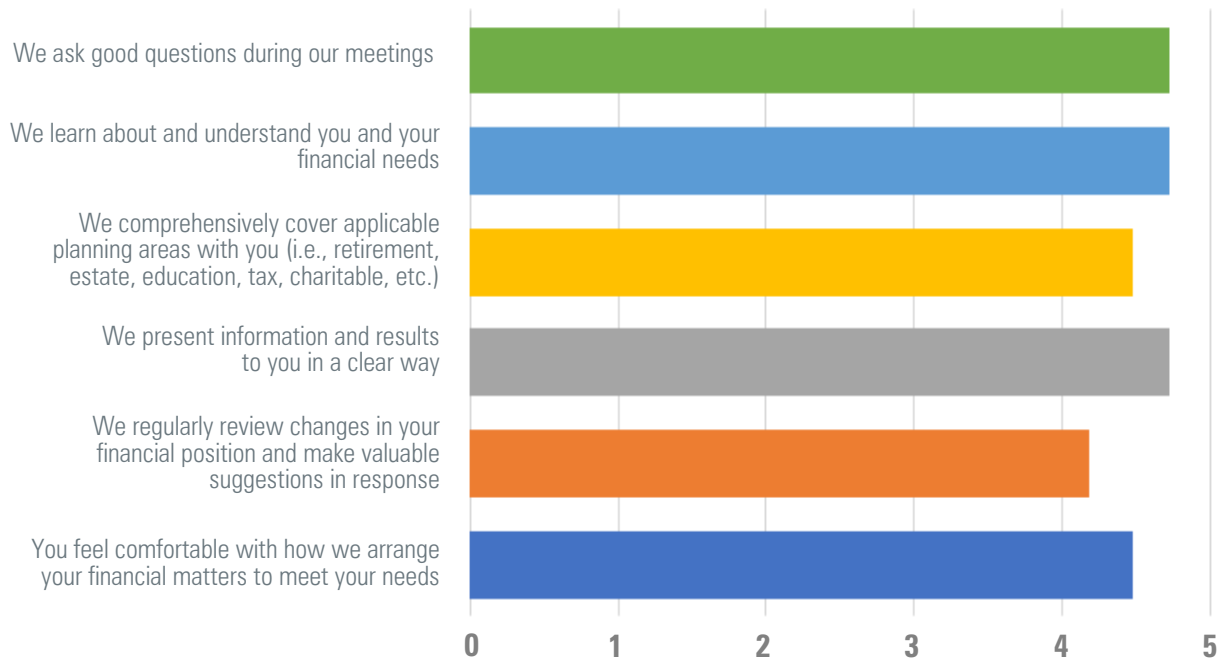
**1. We know your time is valuable and to show appreciation for completing this survey we will donate \$20 (per household) to the charity of your choice.**

Answered: 44 Skipped: 0



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

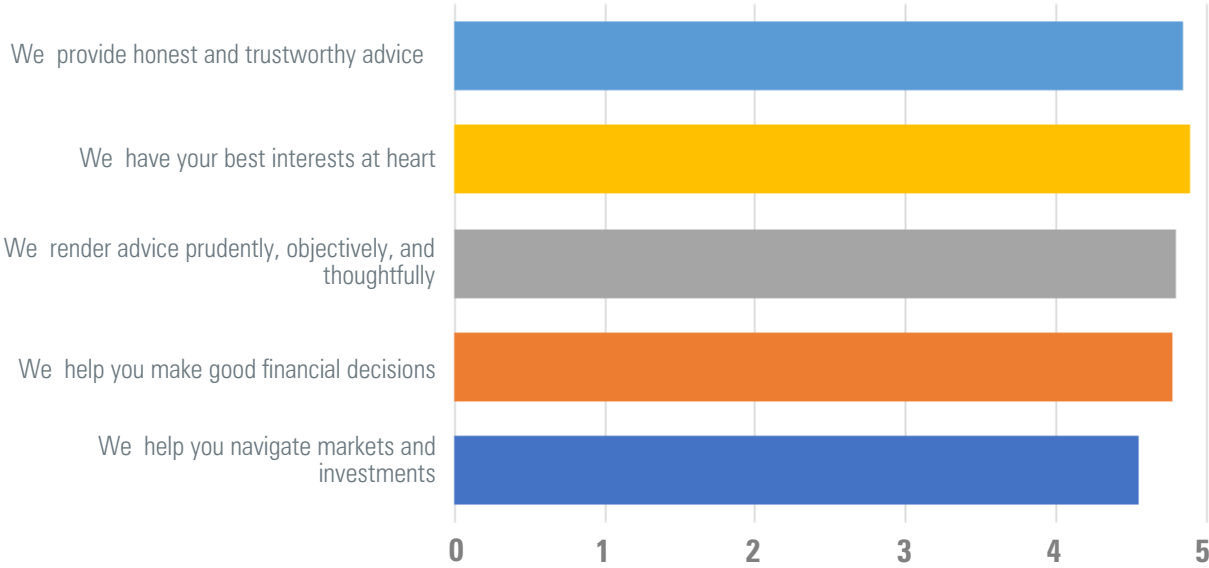
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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We ask good questions during our meetings	75.00% 33	22.73% 10	2.27% 1	0.00% 0	0.00% 0	44	4.73
We learn about and understand you and your financial needs	77.27% 34	18.18% 8	4.55% 2	0.00% 0	0.00% 0	44	4.73
We comprehensively cover applicable planning areas with you (i.e., retirement, estate, education, tax, charitable, etc.)	59.09% 26	29.55% 13	11.36% 5	0.00% 0	0.00% 0	44	4.48
We present information and results to you in a clear way	75.00% 33	22.73% 10	2.27% 1	0.00% 0	0.00% 0	44	4.73
We regularly review changes in your financial position and make valuable suggestions in response	47.73% 21	22.73% 10	29.55% 13	0.00% 0	0.00% 0	44	4.18
You feel comfortable with how we arrange your financial matters to meet your needs	65.91% 29	20.45% 9	11.36% 5	0.00% 0	2.27% 1	44	4.48

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

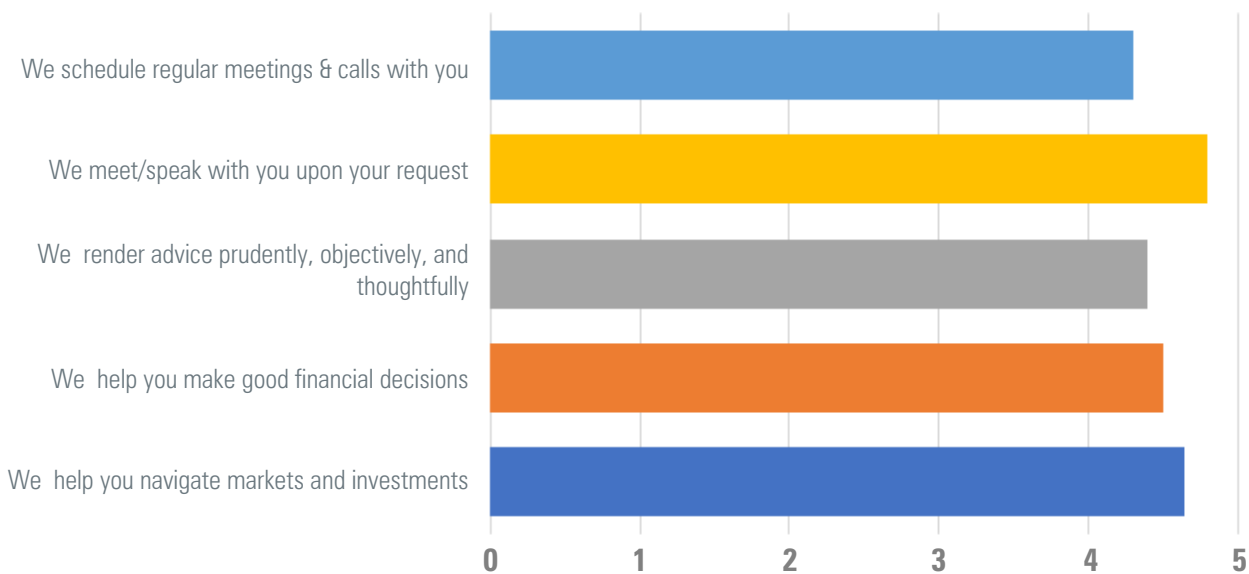
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	<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>	<b>TOTAL</b>	<b>WEIGHTED AVERAGE</b>
We provide honest and trustworthy advice	84.09% 37	15.91% 7	0.00% 0	0.00% 0	0.00% 0	<b>44</b>	<b>4.84</b>
We have your best interests at heart	88.64% 39	11.36% 5	0.00% 0	0.00% 0	0.00% 0	<b>44</b>	<b>4.89</b>
We render advice prudently, objectively, and thoughtfully	79.55% 35	20.45% 9	0.00% 0	0.00% 0	0.00% 0	<b>44</b>	<b>4.80</b>
We help you make good financial decisions	77.27% 34	22.73% 10	0.00% 0	0.00% 0	0.00% 0	<b>44</b>	<b>4.77</b>
We help you navigate markets and investments	65.91% 29	22.73% 10	11.36% 5	0.00% 0	0.00% 0	<b>44</b>	<b>4.55</b>

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

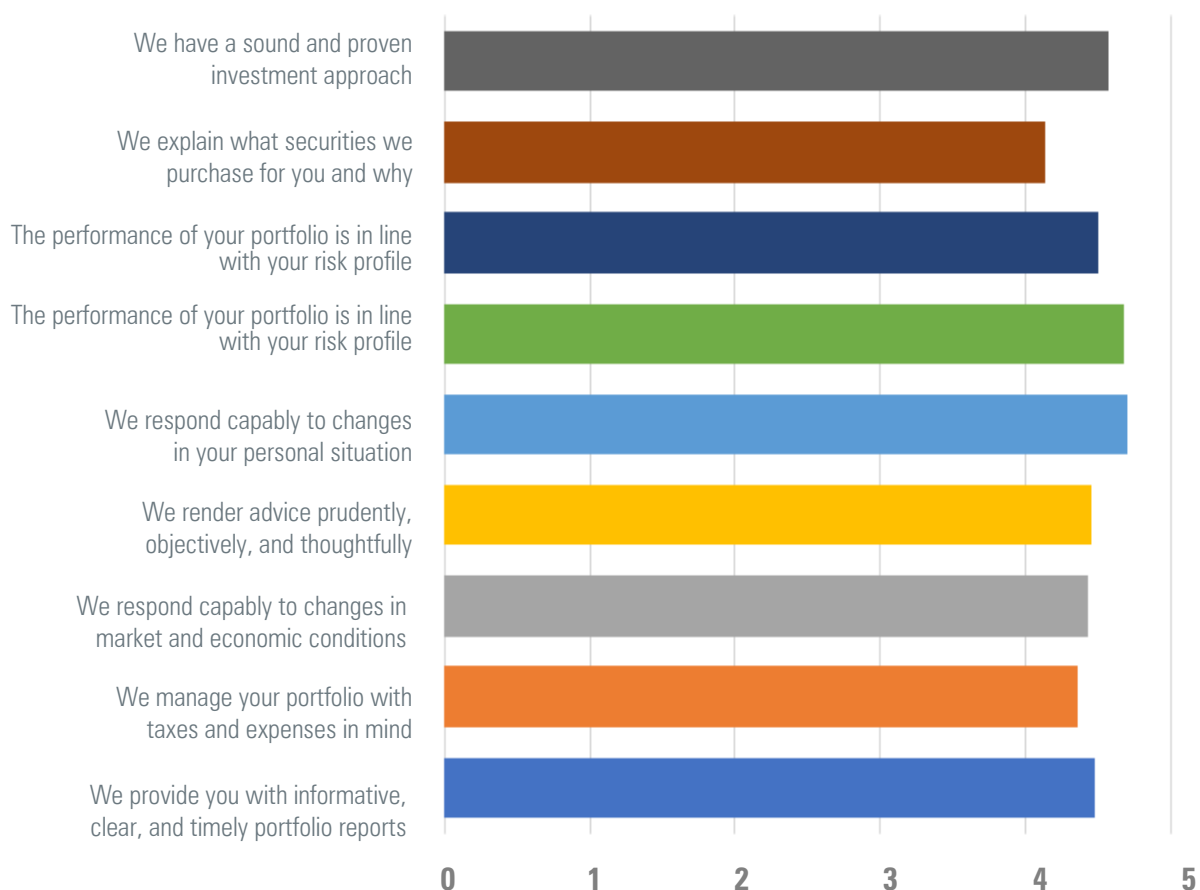
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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We schedule regular meetings/calls with you	47.73% 21	36.36% 16	13.64% 6	2.27% 1	0.00% 0	44	4.30
We meet/speak with you upon your request	79.55% 35	20.45% 9	0.00% 0	0.00% 0	0.00% 0	44	4.80
Our meetings/calls are frequent enough	50.00% 22	38.64% 17	11.36% 5	0.00% 0	0.00% 0	44	4.39
Our meetings/calls are well structured	54.55% 24	40.91% 18	4.55% 2	0.00% 0	0.00% 0	44	4.50
You get good value from our meetings/calls	65.91% 29	31.82% 14	2.27% 1	0.00% 0	0.00% 0	44	4.64

## 5. Please evaluate the following statements about management of your INVESTMENTS:

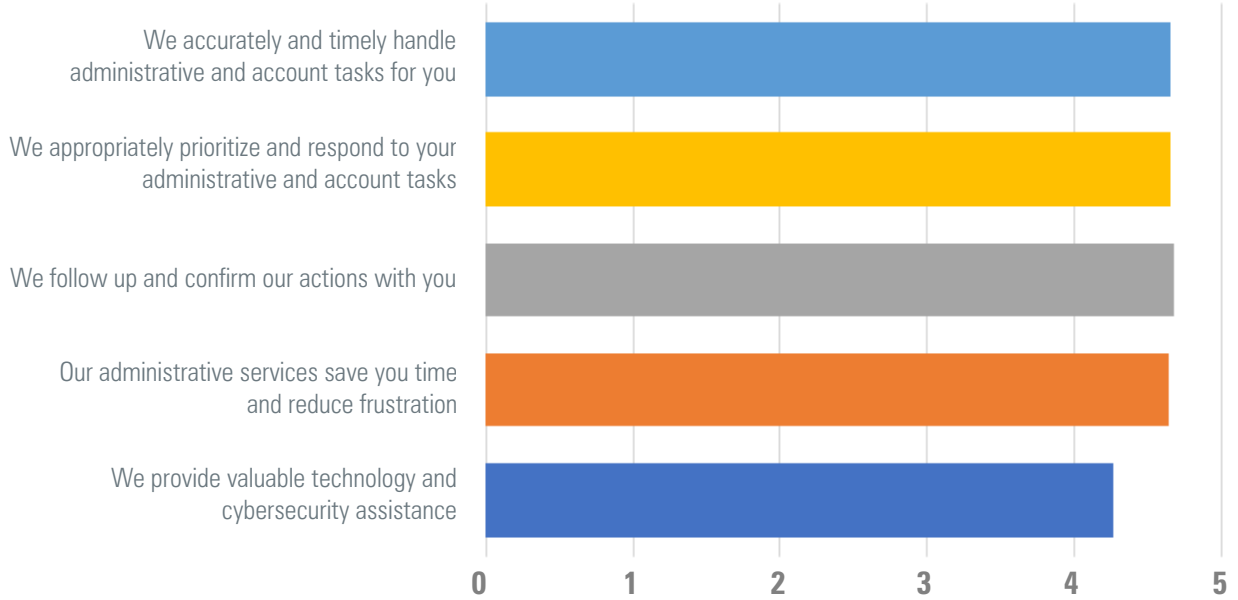
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	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We have a sound and proven investment approach	61.36% 27	34.09% 15	4.55% 2	0.00% 0	0.00% 0	44	4.57
We explain what securities we purchase for you and why	43.18% 19	29.55% 13	25.00% 11	2.27% 1	0.00% 0	44	4.14
The performance of your portfolio is in line with your risk profile	59.09% 26	31.82% 14	9.09% 4	0.00% 0	0.00% 0	44	4.50
We provide diversification of your portfolio	70.45% 31	27.27% 12	2.27% 1	0.00% 0	0.00% 0	44	4.68
We pay attention to risk in your portfolio	72.73% 32	25.00% 11	2.27% 1	0.00% 0	0.00% 0	44	4.70
We respond capably to changes in your personal situation	61.36% 27	22.73% 10	15.91% 7	0.00% 0	0.00% 0	44	4.45
We respond capably to changes in market and economic conditions	56.82% 25	29.55% 13	13.64% 6	0.00% 0	0.00% 0	44	4.43
We manage your portfolio with taxes and expenses in mind	54.55% 24	29.55% 13	13.64% 6	2.27% 1	0.00% 0	44	4.36
We provide you with informative, clear, and timely portfolio reports	63.64% 28	25.00% 11	9.09% 4	0.00% 0	2.27% 1	44	4.48

## 6. Please evaluate the following statements about our ADMINISTRATIVE SERVICES:

Answered: 44 Skipped: 0

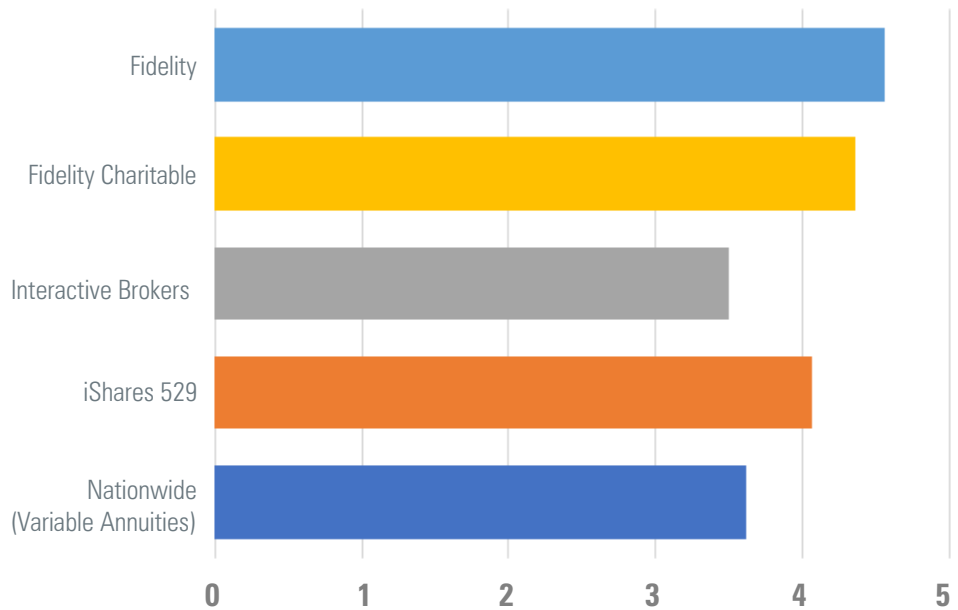


	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
We accurately and timely handle administrative and account tasks for you	77.27% 34	13.64% 6	6.82% 3	2.27% 1	0.00% 0	44	4.66
We appropriately prioritize and respond to your administrative and account tasks	77.27% 34	13.64% 6	6.82% 3	2.27% 1	0.00% 0	44	4.66
We follow up and confirm our actions with you	77.27% 34	13.64% 6	9.09% 4	0.00% 0	0.00% 0	44	4.68
Our administrative services save you time and reduce frustration	72.73% 32	18.18% 8	9.09% 4	0.00% 0	0.00% 0	44	4.64
We provide valuable technology and cybersecurity assistance	50.00% 22	27.27% 12	22.73% 10	0.00% 0	0.00% 0	44	4.27



## 7. Please rate your satisfaction with the following CUSTODIANS:

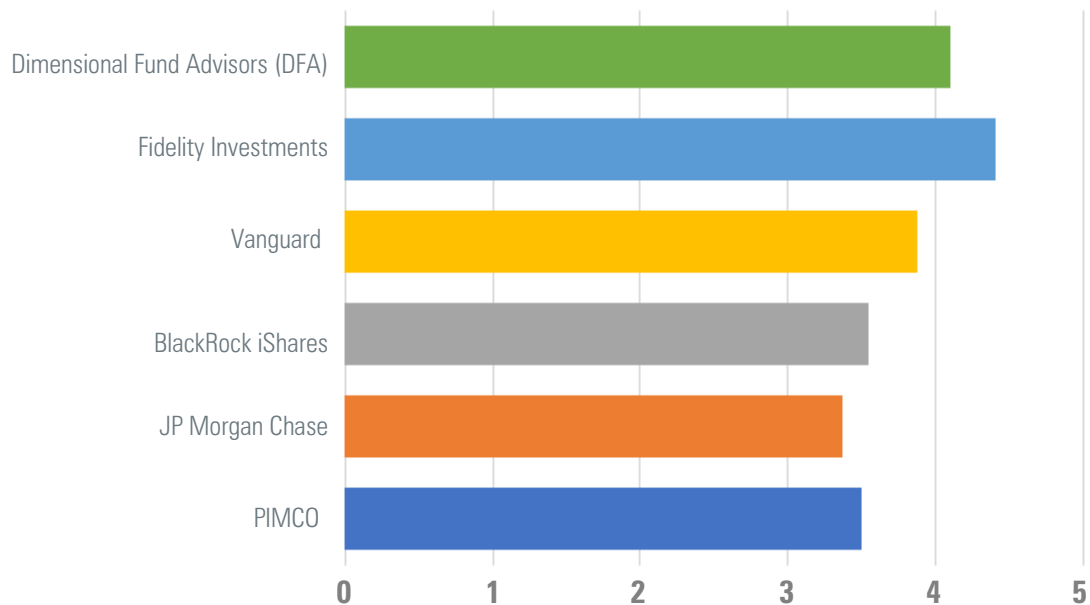
Answered: 44 Skipped: 0



	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Fidelity	59.09% 26	34.09% 15	4.55% 2	0.00% 0	0.00% 0	2.27% 1	44	4.56
Fidelity Charitable	29.55% 13	9.09% 4	11.36% 5	0.00% 0	0.00% 0	50.00% 22	44	4.36
Interactive Brokers	4.55% 2	4.55% 2	18.18% 8	0.00% 0	0.00% 0	72.73% 32	44	3.50
iShares 529	13.64% 6	9.09% 4	11.36% 5	0.00% 0	0.00% 0	65.91% 29	44	4.07
Nationwide (Variable Annuities)	6.82% 3	4.55% 2	18.18% 8	0.00% 0	0.00% 0	70.45% 31	44	3.62

## 8. Please rate your satisfaction with the following INVESTMENT PARTNERS:

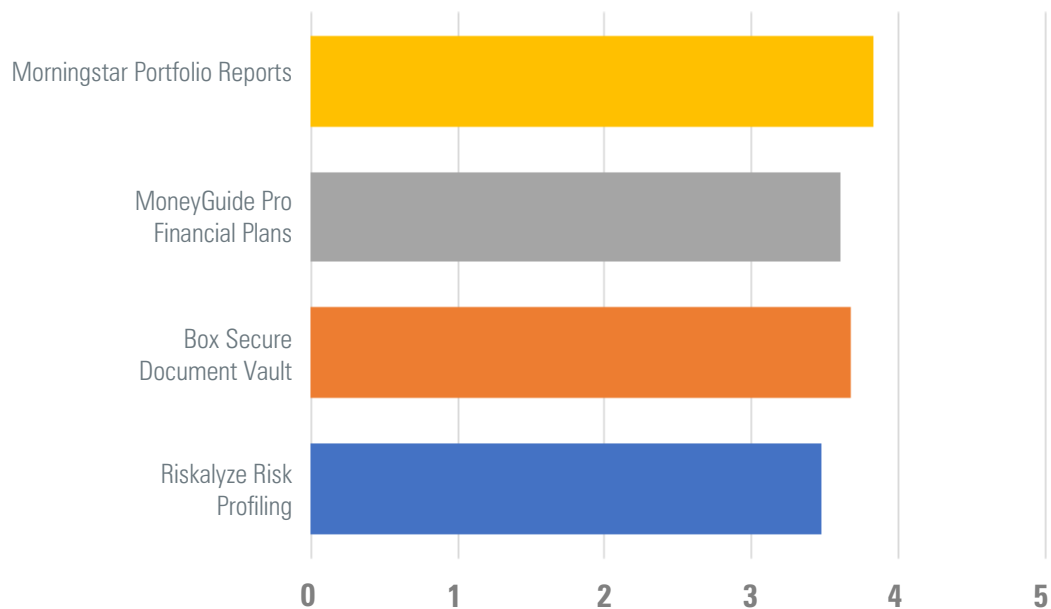
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	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Dimensional Fund Advisors (DFA)	25.00% 11	25.00% 11	18.18% 8	0.00% 0	0.00% 0	31.82% 14	44	4.10
Fidelity Investments	45.45% 20	34.09% 15	9.09% 4	0.00% 0	0.00% 0	11.36% 5	44	4.41
Vanguard	15.91% 7	20.45% 9	22.73% 10	0.00% 0	0.00% 0	40.91% 18	44	3.88
BlackRock iShares	4.55% 2	15.91% 7	25.00% 11	0.00% 0	0.00% 0	54.55% 24	44	3.55
JP Morgan Chase	4.55% 2	9.09% 4	27.27% 12	2.27% 1	0.00% 0	56.82% 25	44	3.37
PIMCO	4.55% 2	13.64% 6	27.27% 12	0.00% 0	0.00% 0	54.55% 24	44	3.50

## 9. Please rate your satisfaction with the following TECHNOLOGY PARTNERS:

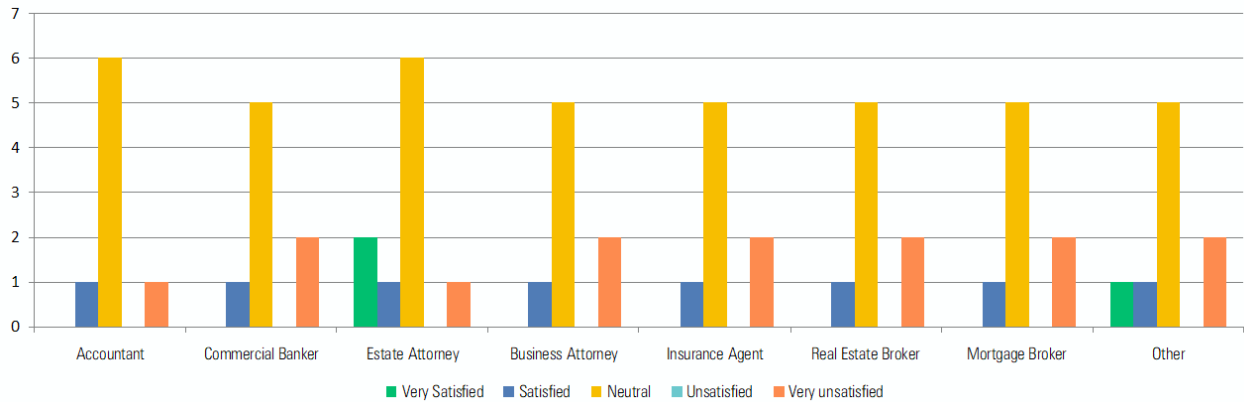
Answered: 44 Skipped: 0



	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Morningstar Portfolio Reports	15.91% 7	36.36% 16	29.55% 13	0.00% 0	0.00% 0	18.18% 8	<b>44</b>	<b>3.83</b>
MoneyGuide Pro Financial Plans	6.82% 3	13.64% 6	25.00% 11	0.00% 0	0.00% 0	54.55% 24	<b>44</b>	<b>3.60</b>
Box Secure Document Vault	6.82% 3	13.64% 6	20.45% 9	0.00% 0	0.00% 0	59.09% 26	<b>44</b>	<b>3.67</b>
Riskalyze Risk Profiling	6.82% 3	15.91% 7	27.27% 12	0.00% 0	2.27% 1	47.73% 21	<b>44</b>	<b>3.48</b>

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

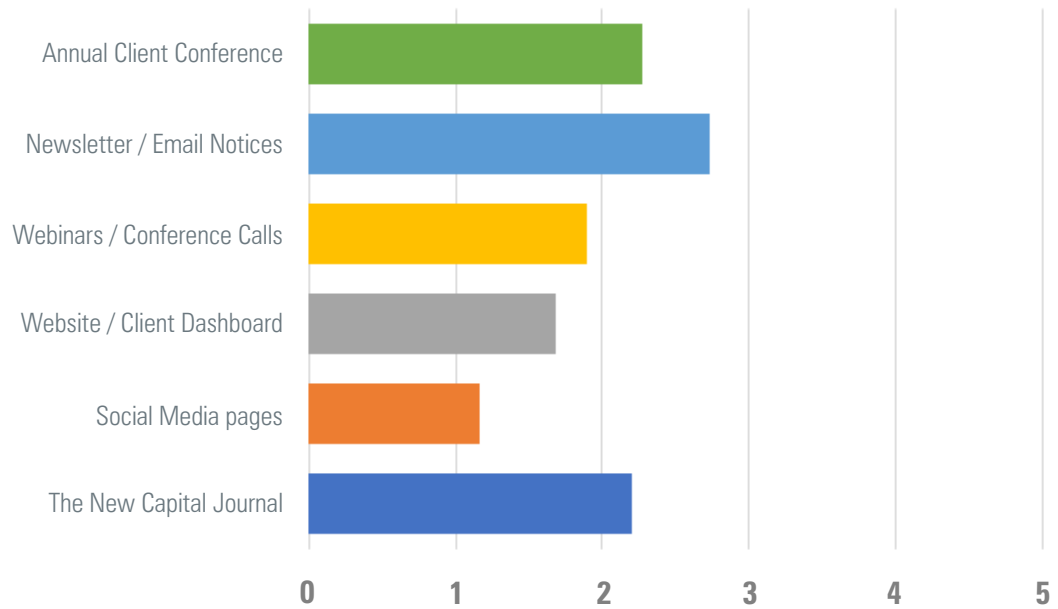
Answered: 11 Skipped: 33



	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	TOTAL
Accountant	0.00% 0	12.50% 1	75.00% 6	0.00% 0	12.50% 1	8
Commercial Banker	0.00% 0	12.50% 1	62.50% 5	0.00% 0	25.00% 2	8
Estate Attorney	20.00% 2	10.00% 1	60.00% 6	0.00% 0	10.00% 1	10
Business Attorney	0.00% 0	12.50% 1	62.50% 5	0.00% 0	25.00% 2	8
Insurance Agent	0.00% 0	12.50% 1	62.50% 5	0.00% 0	25.00% 2	8
Real Estate Broker	0.00% 0	12.50% 1	62.50% 5	0.00% 0	25.00% 2	8
Mortgage Broker	0.00% 0	12.50% 1	62.50% 5	0.00% 0	25.00% 2	8
Other	11.11% 1	11.11% 1	55.56% 5	0.00% 0	22.22% 2	9

# 11. Please indicate your level of use of the following New Capital COMMUNICATIONS TOOLS:

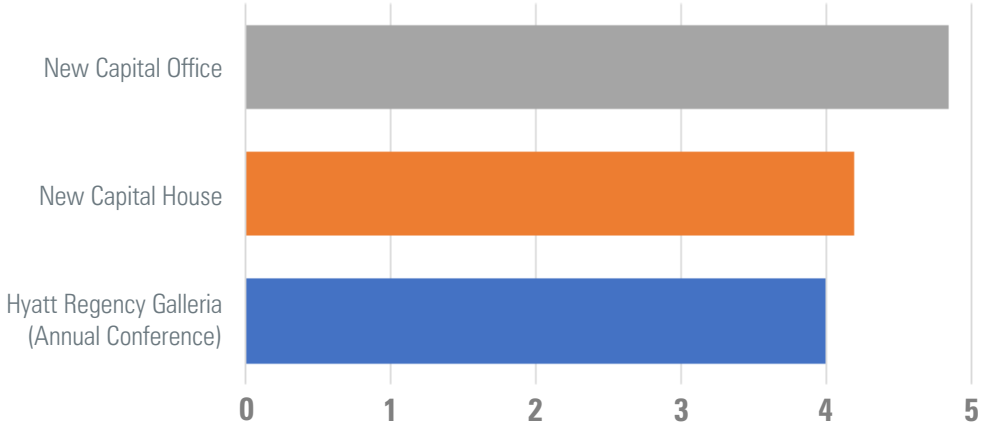
Answered: 44 Skipped: 0



	ACCESS REGULARLY	ACCESS OCCASIONALLY	NEVER ACCESS	TOTAL	WEIGHTED AVERAGE
Annual Client Conference	52.27% 23	22.73% 10	25.00% 11	44	2.27
Newsletter / Email Notices	75.00% 33	22.73% 10	2.27% 1	44	2.73
Webinars / Conference Calls	29.55% 13	29.55% 13	40.91% 18	44	1.89
Website / Client Dashboard	13.64% 6	40.91% 18	45.45% 20	44	1.68
Social Media pages	2.27% 1	11.36% 5	86.36% 38	44	1.16
The New Capital Journal	40.91% 18	38.64% 17	20.45% 9	44	2.20

## 12. Please rate your satisfaction with the following FACILITIES:

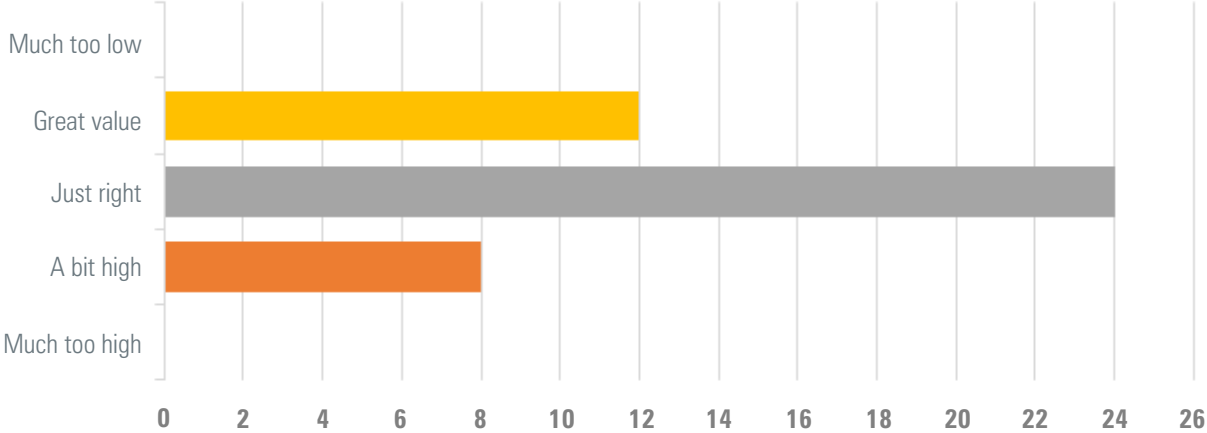
Answered: 14 Skipped: 30



	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
New Capital Office	78.57% 11	14.29% 2	0.00% 0	0.00% 0	0.00% 0	7.14% 1	14	4.85
New Capital House	21.43% 3	0.00% 0	14.29% 2	0.00% 0	0.00% 0	64.29% 9	14	4.20
Hyatt Regency Galleria (Annual Conference)	7.14% 1	21.43% 3	7.14% 1	0.00% 0	0.00% 0	64.29% 9	14	4.00

### 13. New Capital's fees are:

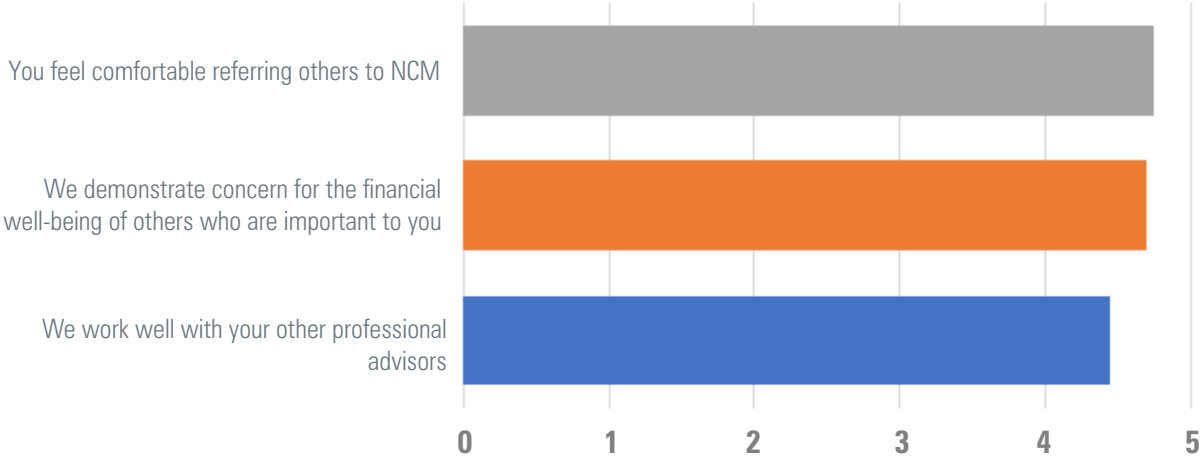
Answered: 44 Skipped: 0



ANSWER CHOICES	RESPONSES	
Much too low	0.00%	0
Great value	27.27%	12
Just right	54.55%	24
A bit high	18.18%	8
Much too high	0.00%	0
<b>TOTAL</b>		<b>44</b>

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

Answered: 44 Skipped: 0

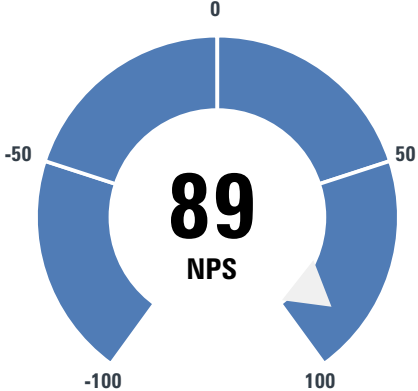


	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
You feel comfortable referring others to NCM	72.73% 32	20.45% 9	2.27% 1	0.00% 0	0.00% 0	4.55% 2	44	4.74
We demonstrate concern for the financial well-being of others who are important to you	59.09% 26	20.45% 9	2.27% 1	0.00% 0	0.00% 0	18.18% 8	44	4.69
We work well with your other professional advisors	36.36% 16	9.09% 4	11.36% 5	0.00% 0	0.00% 0	43.18% 19	44	4.44



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

Answered: 44 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
0	11%	89%	89
0	5	39	