

## **SEI Advisor Network New Years Survey: A Look Back and a Look Ahead**

January 2010 – The SEI Advisor Network conducted a Quick Poll surveying 442 advisors during December 2009 and January 2010. The poll sought to determine what issues were most important to advisors during 2009 and what they are thinking about heading into 2010. The poll also included feedback from advisors on their New Year's resolutions about both their clients and businesses.

A majority of advisors and investors are optimistic for 2010 and more than half have reentered the markets, according to the poll results. Risk and its avoidance is now the predominant theme as investors intend to use tried-and-true investment approaches, such as diversification and dollar-cost averaging to meet financial goals. Furthermore, in response to increased regulation and business risk, a majority of advisors plan to make changes to their processes and procedures for 2010.

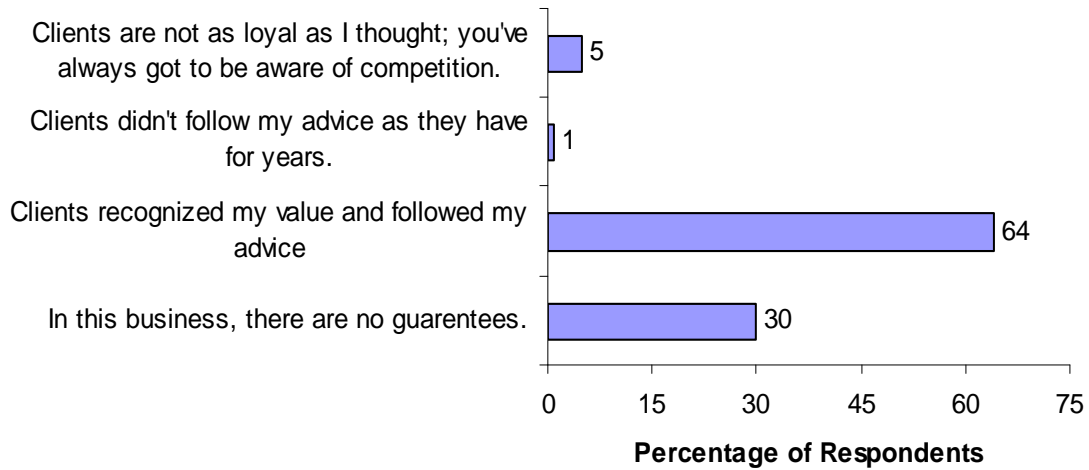
A summary of the survey responses is included on the following pages.

*Resolutions for 2010* – The poll also included feedback from advisors on their New Year's resolutions about both their clients and businesses. The top eight resolutions for 2010 included:

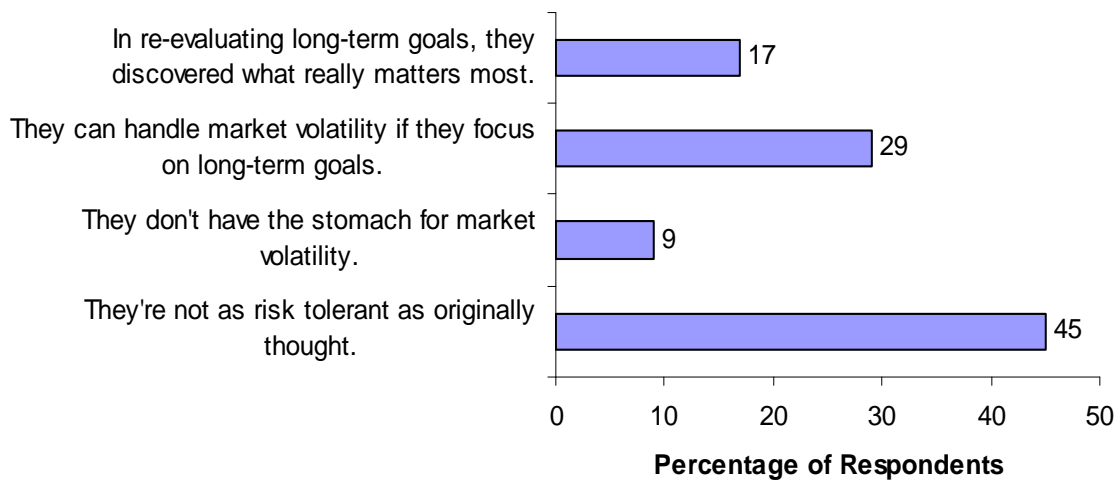
1. Grow business in AUM and clients
2. Touch clients, centers of influence more regularly
3. Use technology to improve business
4. Stress less, get healthier
5. Listen better, be more client-centric
6. Repeat my performance of 2009
7. Improve personal organizational skills
8. Hire additional staff

For additional questions about the survey or the SEI Advisor Network, please contact [seiadvisorfeedback@seic.com](mailto:seiadvisorfeedback@seic.com).

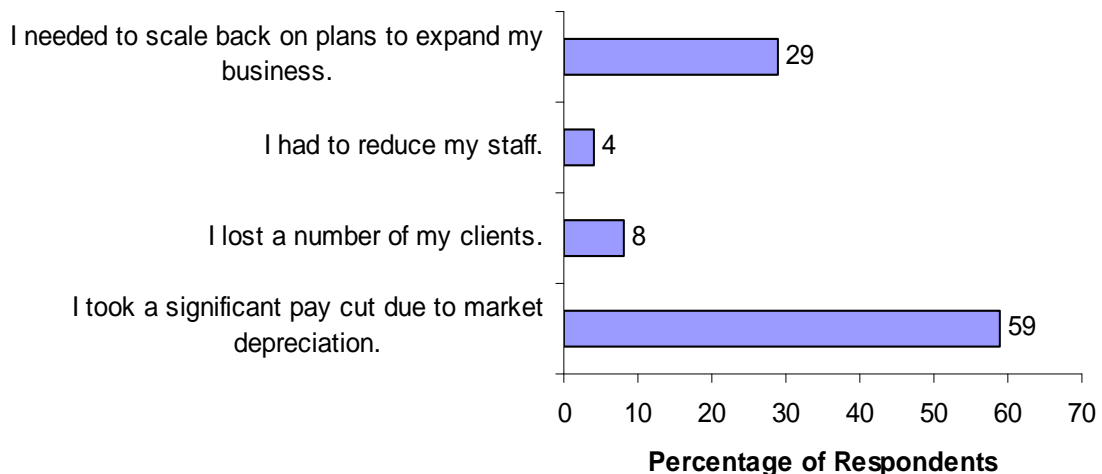
**What lessons did you learn in 2009?**



**What lessons do you think your clients learned in 2009?**



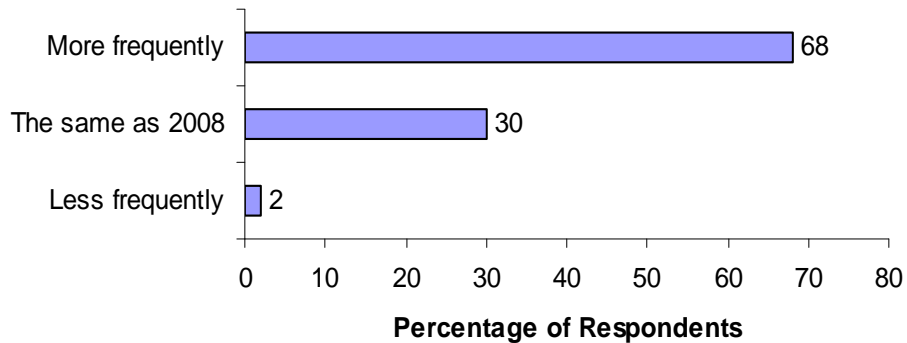
**The toughest part about 2009 was:**



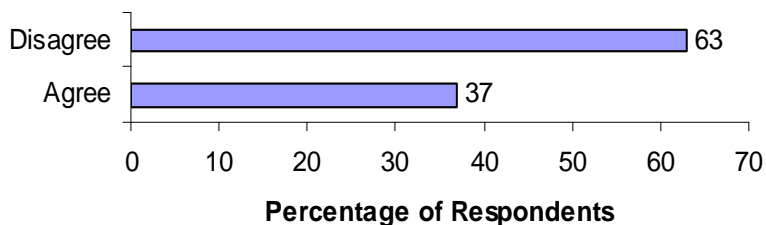
**2009 was a good year because:**



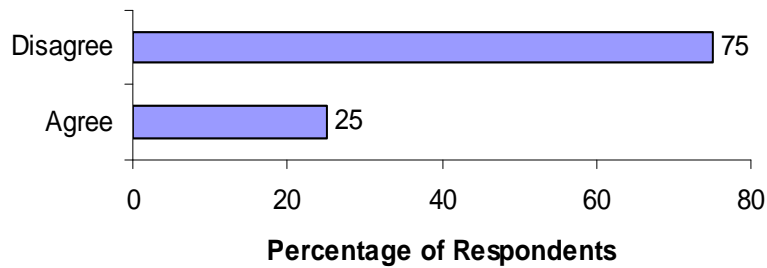
**Compared to the time period prior to the market meltdown, in 2009 I communicated with clients:**



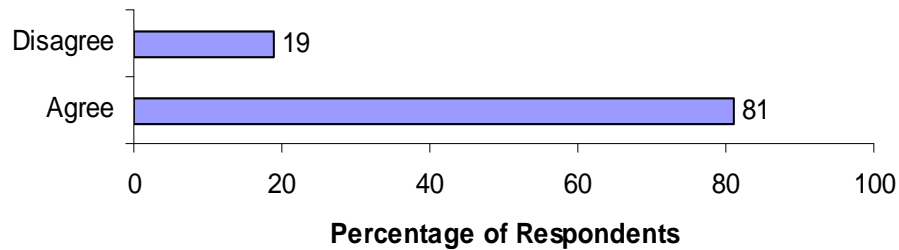
**The market upswing has not been enough to convince clients to get back into the markets:**



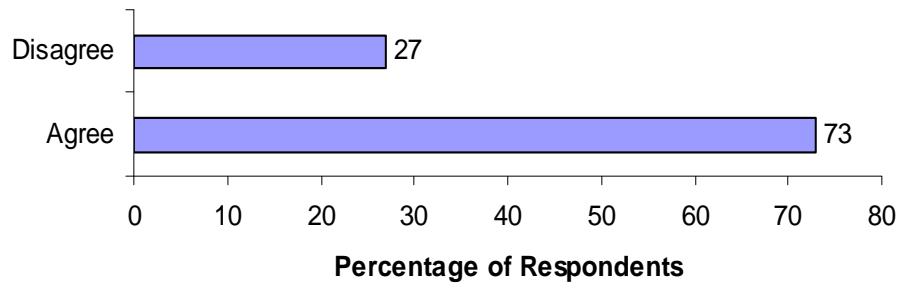
**Clients believe dollar cost averaging works:**



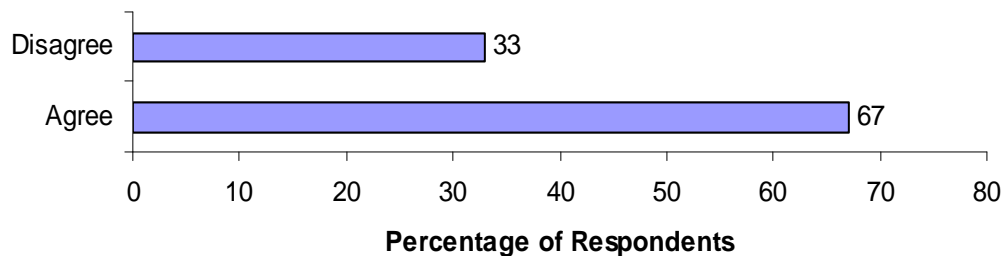
**Clients believe they are better off because of the diversification provided through asset allocation:**



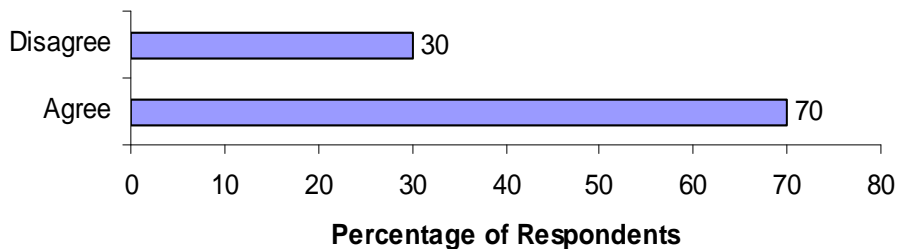
**Managing business risk now takes more of my time:**



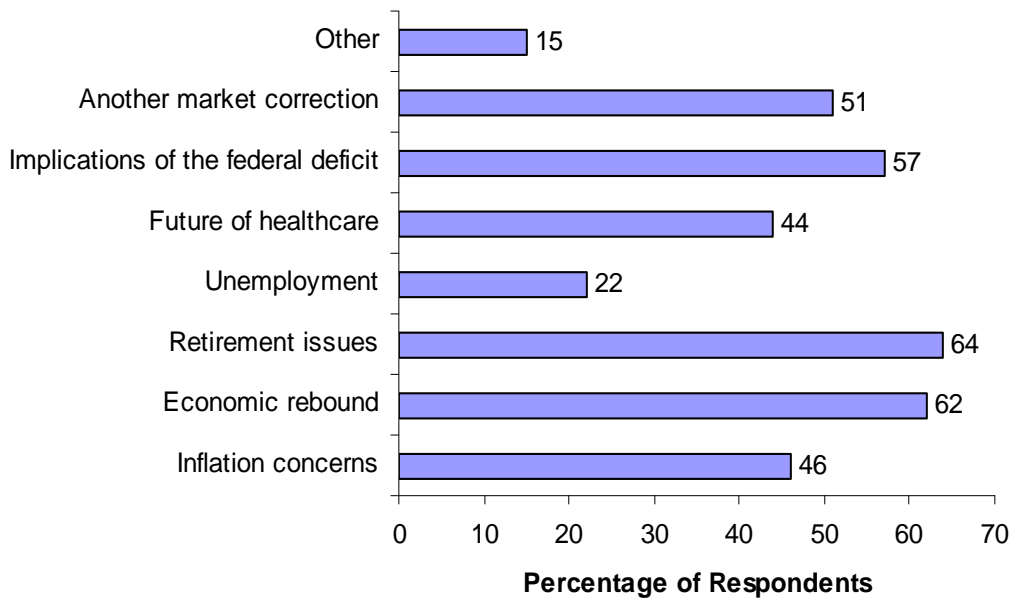
**Increased regulatory compliance has been a key emphasis:**



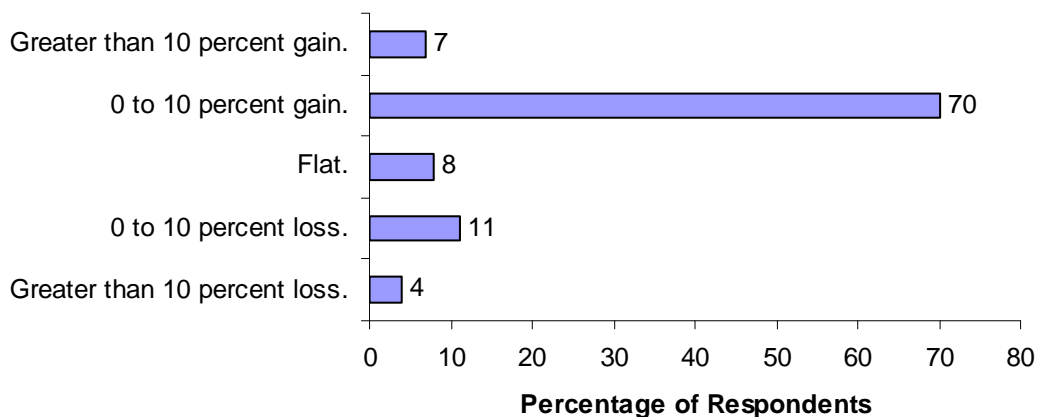
**I've adopted a more holistic financial planning approach with my clients:**



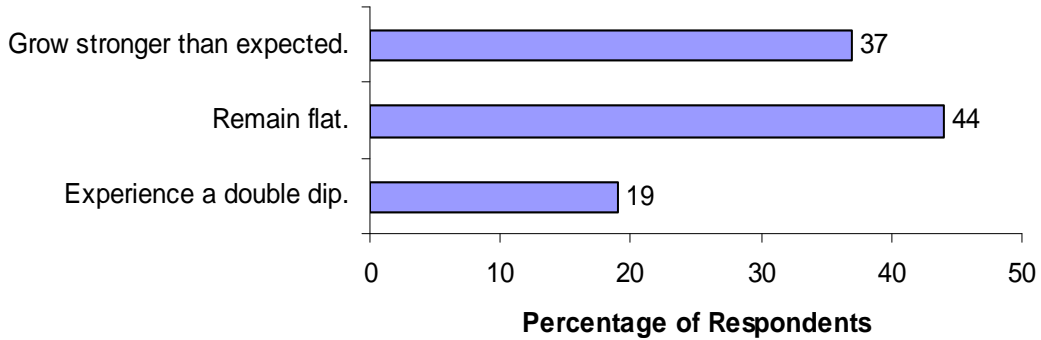
**What dominates current conversations with clients?**



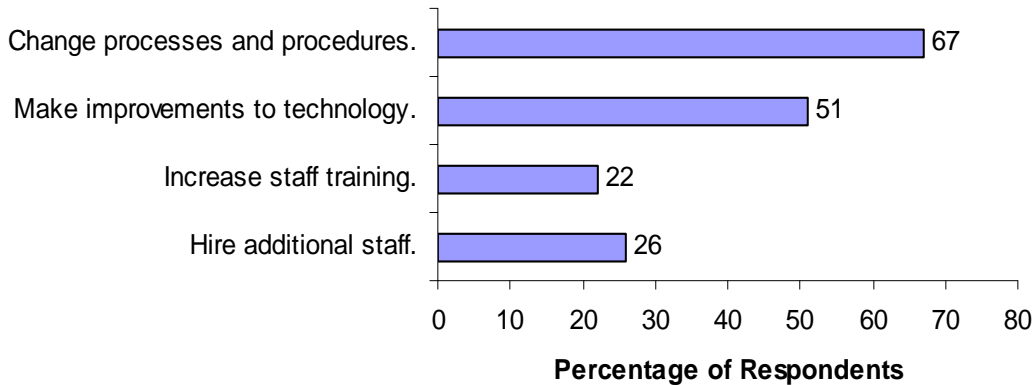
**What is your performance projection for a diversified 60 percent equity / 40 percent bond portfolio in 2010?**



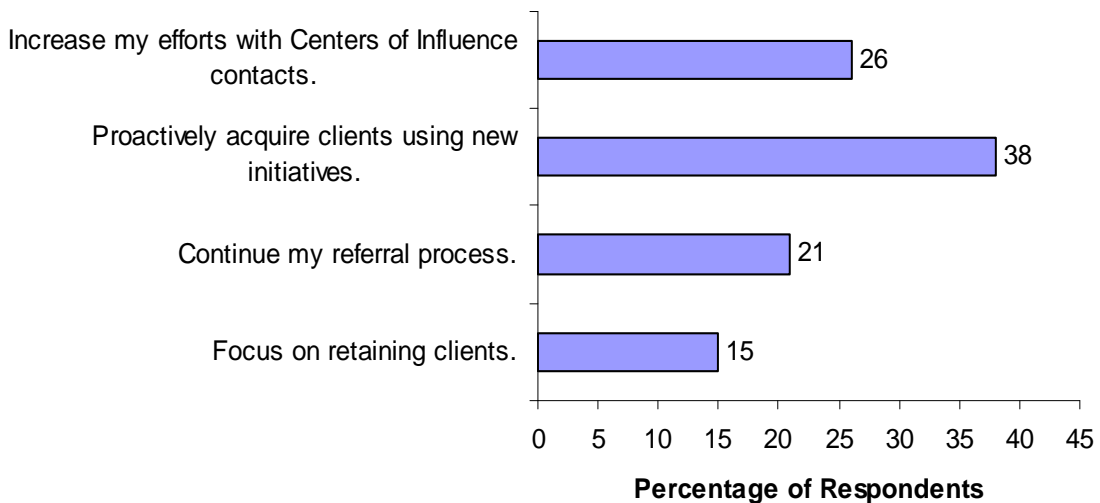
**In 2010, do you think the economy will:**



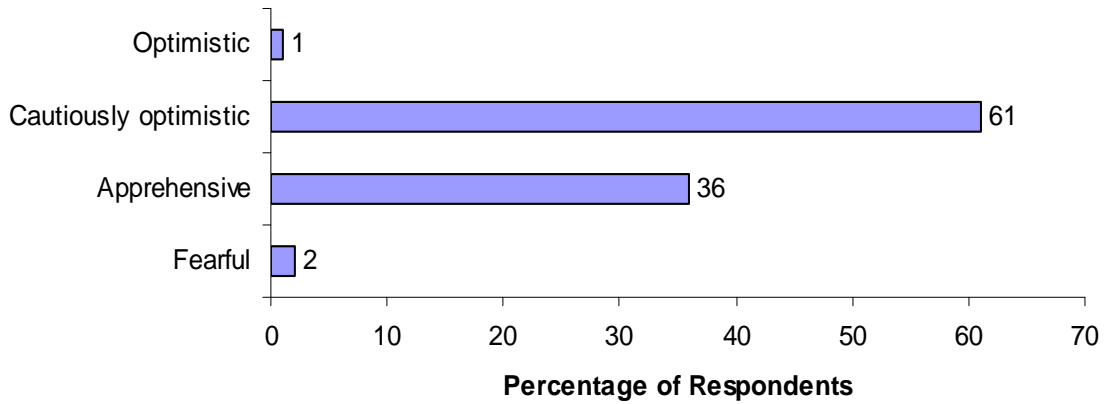
**For 2010, do you plan to:**



**In 2010, what will you do to replace lost revenues?**



**For 2010, what describes your clients' frame of mind:**



**For 2010, which describes your frame of mind:**

