

SURVEY RESULTS HIGHLIGHT BAIRD'S QUALITY OF SERVICE AND CAPABILITIES

Client-first service is more than a promise our Financial Advisors deliver on here at Baird – it's the cornerstone of our company. The same principle Baird was founded on in 1919 has continued to influence every business decision, every client interaction and every market reaction for the past 95 years. We've always believed our commitment to integrity is what sets us apart, and according to these responses to a recent survey, our clients believe that too.

93% of our clients consider Baird their primary wealth management provider.

97% of our clients agree Baird has the full range of products and services they need.

84% of clients say our firm is better than the competition.

98% of our clients strongly agree Baird is a company they can trust.

WHAT DO NEW CLIENTS THINK OF BAIRD?

BETTER THAN THE COMPETITION



87%

For clients who have joined us in the past two years, many find Baird's approach refreshing compared to others in our industry.

THE VALUE OF LOYALTY



Baird's new clients are some of the most loyal – the likeliness of a new client to recommend Baird to family, friends or colleagues is very high, especially when compared to related industry averages.¹

CLIENTS COME FIRST



96%

96% of our clients agree that we fulfill our promise – clients really do come first at Baird.

THE VALUE OF TRUST

Our clients rely on us to guide them with integrity through an ever-changing financial landscape. We take their trust seriously, focusing on what's best for them in the long term and continuing to earn their trust through the ups and downs in our industry. This philosophy drives all five of Baird's core businesses, making all the difference for us, and most importantly, for our clients:

- More than nine in 10 clients agree that Baird delivers on its value proposition.
- 90% of our clients rate their Baird Financial Advisor as “excellent/very good” in terms of honesty, integrity and trust.
- For 11 straight years, Baird has been recognized as one of FORTUNE's 100 Best Companies to Work For®. In the past six years, we have been ranked among the top 25, including our No. 9 ranking in 2014.
- For the 10th consecutive year, participants in Greenwich Associates' annual survey of small- and mid-cap money managers named Baird their No. 1 “most trusted” source of equity research in 2013.²
- Baird is independently held and employee-owned – with 78% owned by non-senior management, all of our associates truly have a stake in the success of the firm.



**OUR COMMITMENT TO YOU AND YOUR CLIENTS DOESN'T END THERE.
GIVE US A CALL SO WE CAN TELL YOU MORE ABOUT BAIRD'S STORY.**

¹PWM's net promoter score (51) outpaces the brokerage and investments average (45) and investment banking average (29).

²Greenwich Associates U.S. Equity Investors – Small/Mid-Cap Funds, May 2013. Surveys conducted with 88 U.S. small-cap and mid-cap fund managers.

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