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Contact: Kathleen Whalen
617.723.6400

KWhalen@DALBAR.com

JPMorgan Ranks #1 and earns DALBAR 2015 Award for Excellence in Sales Support

(Boston, MA. December 9, 2015) Today DALBAR announced the winner of its annual award for excellence in sales support. **JPMorgan Funds** ranked first in the financial services industry for providing a consistently high level of sales support throughout 2015 and, as a result, earned the DALBAR Award for Excellence in Sales Support.

For nearly three decades, DALBAR has conducted rigorous testing of sales support via its Sales Desk Evaluation Program. Each year, DALBAR identifies those firms that rise above their peers in the sales support provided to financial advisors after a full year of comprehensive evaluation and recognizes the elite institutions with the DALBAR Award for Excellence in Sales Support.

JP Morgan sales representatives know what financial professionals need and how they like to be treated: representatives consistently ask all the right questions in order to provide everything the advisor needs in the most efficient manner. JP Morgan Funds understands that when financial advisors call, it is imperative that they get what they need when they need it. They often call with tight deadlines looming or because they are about to sit down with a client and want to ensure they have all the latest, most up to date information in order to provide the best recommendations for their clients.

“Financial advisors have many options when it comes to helping investors choose the right investments. However, they all tend to have their preferred providers and with all else being equal, will choose to do business with firms that make it easy for them to do business with and show a sincere interest in helping them grow their business - and JP Morgan knows this and caters to it,” said Kathleen Whalen, Managing Director at DALBAR.

The DALBAR Award for Excellence in Sales Support is based on systematic testing of sales support throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the sales support needs from financial advisors. Companies that exceed award level benchmarks after one year of testing earn the Award for Excellence in Sales Support. For more information on the Award for Excellence in Sales Support or the Sales Desk Evaluation Program, please contact Brooke Halloran at 617-624-7273 or at bhalloran@dalbar.com.



DALBAR, Inc. is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of insurance companies, investment companies, registered investment advisers, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as the marks of excellence in the financial community.

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