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DALBAR Announces the Winners of the 2016 Financial Intermediary Service Award

(Boston, MA. December 9, 2016) Today DALBAR announced the winners of the 2016 Financial Intermediary Service Award. This award recognizes those firms who deliver the absolute highest level of client service to the advisor community. Mutual fund providers **BlackRock**, **Deutsche Asset Management** and **Goldman Sachs** as well as **Pacific Life**, the only annuity provider recognized, rose above the remainder of the 22 firms tested to earn this distinction as service leaders for 2016.

Financial advisors are a demanding audience. They want the right information, they want it immediately and they want it delivered by someone who is both knowledgeable and friendly. The best firms understand the needs of this unique audience. They further recognize that providing outstanding service on existing accounts for financial professionals is a crucial link in the chain to meeting the needs of their investors.

Successfully servicing financial professionals is nothing new for these leading firms. All of this year's award winners have a tradition of providing outstanding service to the adviser community. Goldman Sachs has earned the Financial Intermediary Service Award 17 times, BlackRock 16 times, Pacific Life 14 times and Deutsche Asset Management 6 times.

As DALBAR Director Brendan Yeager explained, "These award-winning firms understand the importance of the advisor community to the success of their organizations. They make service a priority and have the resources in place to consistently deliver a superior standard of care."

The Financial Intermediary Service Award is only earned after an entire year of comprehensive testing. Telephone interactions with financial professionals are randomly sampled and evaluated on a wide range of criteria including: the interpersonal relationship, the transactional elements, the effectiveness of communication and the representative's ability to manage the flow of the conversation. For more information on the Financial Intermediary Service Quality Evaluation program and the elements which go into to determining the industry's best service providers please contact Brooke Halloran (bhalloran@dalbar.com).

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