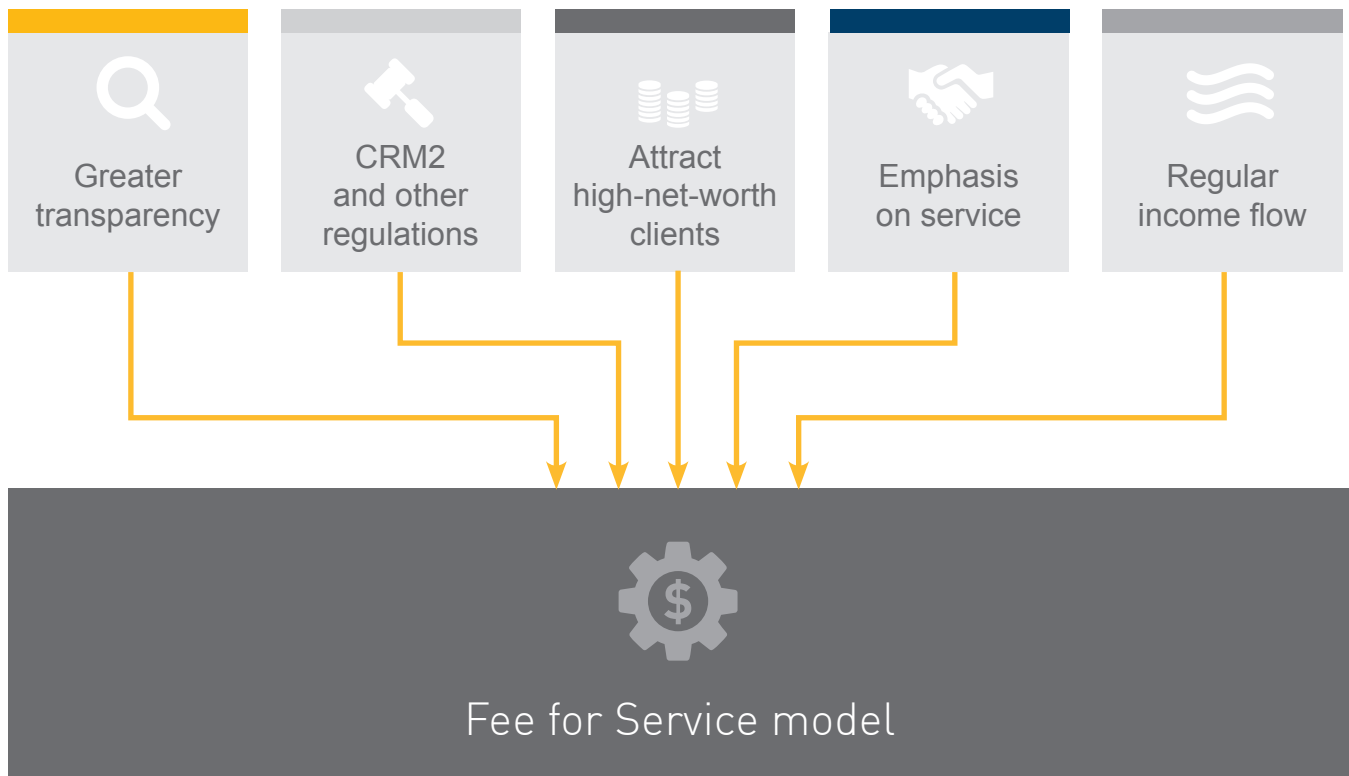


## Demonstrating your value through Fee for Service

There are many external and internal factors that could influence an advisor to adopt a fee for service model. A fee-based compensation model can be an effective way of demonstrating your value through service, while providing full transparency on your fees.



### Key features of our Fee for Service program:

- ✓ Ability to customize account fees and segment your clients based on their needs
- ✓ Simplified monthly account fee collection and reporting
- ✓ Online reporting to help manage all of your client's assets (fee-based and non fee-based)
- ✓ B2B Bank Dealer Services offers a flat annual fee regardless of asset size
- ✓ Fee ranges from 0.25% - 2.50%

### Plus:

At B2B Bank Dealer Services, we make it easy for advisors to manage fee collection and reporting, with automatic, pre-authorized debits from your clients' accounts. Talk to your Business Development Manager (BDM) today about how Fee for Service can help you better serve your clients.

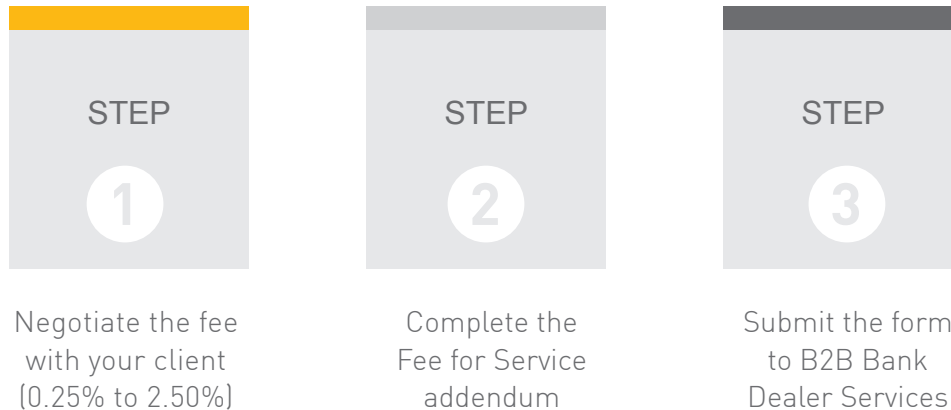
## EXAMPLE:

### Managing client fee expectations<sup>1</sup>:

A client has \$200,000 of investable assets and is working with an advisor. Together they have agreed upon a fee for service compensation model with a negotiated fee of 1% per annum.

Client's total investable assets	\$200,000.00
Negotiated fee between advisor and client	1.00%
<b>Total annual fee collected by the advisor and B2B Bank Dealer Services</b>	<b>\$2,000.00</b>

### Transition to a Fee for Service model today!



STEP  
1  
Negotiate the fee  
with your client  
(0.25% to 2.50%)

STEP  
2  
Complete the  
Fee for Service  
addendum

STEP  
3  
Submit the form  
to B2B Bank  
Dealer Services

**For clients that don't have an account with B2B Bank Dealer Services, make it easier to transfer their accounts using our Transfer-in Program (T.I.P.).**

Receive up to \$175 towards the cost of transferring out from your client's current financial institution<sup>2</sup>.

### Talk to your BDM today.

If you're interested in learning how B2B Bank Dealer Services can help you run a more transparent and successful practice, talk to your Business Development Manager, or call Client Services at 1.800.387.2087.

<sup>1</sup>For illustrative purposes only. Monthly fee collection is based on investable assets multiplied by negotiated advisor fees divided by 12 payments over the calendar year. B2B Bank Dealer Services retains 0.25% of the negotiated fee per year and subject to a maximum charge of \$200 per account per calendar year and a minimum monthly charge of \$12.50 per account. Please see the Fee for Service fee schedule and Fee for Service product information for full details of the fee for service program.<sup>2</sup>Some conditions apply – a minimum of 25 accounts are required to be eligible to cover transfer costs. B2B Bank Dealer Services includes B2B Bank Financial Services Inc. (Member of the Mutual Fund Dealers Association of Canada (MFDA)), B2B Bank Securities Services Inc. (an IIROC member, Member – Canadian Investor Protection Fund) and B2B Bank Intermediary Services Inc. (an AMF – regulated dealer operating in Quebec). B2B Bank Dealer Services does not endorse or promote any investments products, programs and strategies. This document is intended for licensed financial advisors exclusively and is for information purposes only. B2B Bank is a trademark under license.