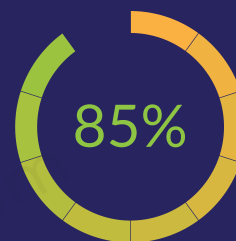


# T. Rowe Price Associates

## TRUST SCORE



T. Rowe Price Associates, federally registered in 1947, is a Registered Investment Advisor (RIA) in 53 state(s) with a licensed staff of 54 advisors. T. Rowe Price Associates manages \$972 billion and provides investment advisory services for 403 clients (1:8 advisor/client ratio).

## BENEFITS

- Firm uses a transparent fee-only model
- There is one licensed advisor for every 8 clients (industry average 1:50)
- Firm has \$1B or more in assets under management
- Firm has been federally registered for 71 years
- Communications sent to the firm's website are secure and encrypted
- Firm does not have a disciplinary history
- Firm does not have any misdemeanor convictions
- Firm does not have any felony convictions
- Firm does not have an insurance agent conflict
- Firm does not have an attorney conflict

## CONSIDERATIONS

- Firm serves fewer than 1,000 clients
- Firm is a broker-dealer, or is affiliated with one, and may be subject to compensation-related conflicts of interest
- Firm privately manages or owns some of the products they recommend and may be incentivized to sell those products over others to their investors
- Firm may recommend proprietary investments and products that generate larger commissions than other similar non-proprietary products
- Firm may receive soft-dollar benefits that could incentivize them to push trades through broker-dealers that provide advantages to the firm instead of through broker-dealers that could provide the best execution for their clients

## BENEFITS (cont.)

## CONSIDERATIONS (cont.)

Firm has previously been found guilty of a non-minor violation of a Self-Regulatory Organization's regulation