

Northwestern Mutual Ranks High in J.D. Power & Associates Advisor Satisfaction Survey

Study measures satisfaction across dimensions such as firm performance, compensation, products, technology, services and support

MILWAUKEE, April 5, 2012 /PRNewswire/ -- Northwestern Mutual's financial representatives are some of the most-satisfied in the industry, according to J.D. Power and Associates' [2012 U.S. Financial Advisor Satisfaction Study](#). With a score of 831 out of 1,000, [Northwestern Mutual Investment Services](#) (NMIS) scored well above the industry average of 774, and ranked behind only Commonwealth Financial Network and Raymond James in the Independent Advisor category.

(Logo: <http://photos.prnewswire.com/prnh/20120126/CG42140LOGO>)

According to J.D. Power, firm performance continues to be the most important factor driving advisor satisfaction. This means having senior management that support the firm's mission and values, the firm having a clear set of priorities and objectives, and the firm acting in the best interests of clients.

"Northwestern Mutual financial representatives are the company's front line, the face of the company to our millions of policyowners and clients nationwide," said Eric Christophersen, Northwestern Mutual vice president – wealth management. "That's why we continue to look for innovative ways for our Field to enhance their relationships with clients, whether that means simplifying administrative tasks or providing new technologies with which to do business. We see this ranking as recognition that our priorities are in the right place."

The study also found that companies receiving the highest levels of advisor satisfaction adhere to best practices pertaining to firm performance and technology. These companies also address and resolve compliance issues quickly and efficiently.

Northwestern Mutual offers brokerage and advisory programs through its subsidiaries NMIS and Northwestern Mutual Wealth Management Company.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually.

About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI ([Northwestern Mutual](#)) – among the "World's Most Admired" life insurance companies in 2012 according to FORTUNE® magazine – has helped clients achieve financial security for more than 155 years. As a mutual company with \$1.2 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: [life insurance](#), [long-term care insurance](#), [disability insurance](#), [annuities](#), [investment products](#), and [advisory products and services](#). Subsidiaries include [Northwestern Mutual Investment Services, LLC](#), broker-dealer, registered investment adviser, member FINRA and SIPC; the [Northwestern Mutual Wealth Management Company](#), limited purpose federal savings bank; and [Northwestern Long Term Care Insurance Company](#); and [Russell Investments](#).

SOURCE Northwestern Mutual

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