



Rydex AdvisorBenchmarking 2007 Survey Now Open

Improved dynamic charting feature enables participating advisors to benchmark their practices against the industry

March 20, 2007...Rockville, Md... Rydex AdvisorBenchmarking—the industry’s oldest research study on the Registered Investment Advisor (RIA) market—is conducting its eighth annual survey. The free and confidential online survey features an improved dynamic charting feature that gives advisors the unique ability to instantly see how their practice stacks up to the rest of the industry, including advisors in the same asset range—as well as compare them to the most profitable, largest and fastest growing advisory businesses. Armed with this data, advisors can make more informed decisions about their businesses, as well as identify and implement best practices from other successful advisory practices.

Maya Ivanova, research analyst for AdvisorBenchmarking, encourages advisors to take part in the no-cost 2007 survey, commenting, “Because the AdvisorBenchmarking survey has the longest history in the industry, advisors who participate can get a real sense of the progression of their businesses.” Ms. Ivanova emphasizes the survey’s value by saying, “Because of the inherent independence in the industry, it is difficult for advisors to share information and ideas with their peers,” says Ms. Ivanova. “The survey gives advisors valuable insight into the industry’s largest and most profitable practices—it’s like a ‘virtual network’ for advisors.”

The first 100 advisors who participate in the survey will receive a free copy of the *New York Times* bestseller, “The Number: A Completely Different Way to Think About the Rest of Your Life,” while all other participants will receive a \$5 Starbucks card. All participants will receive a free copy of the complete 2007 Annual Survey—a comprehensive document full of valuable insights into the RIA industry and potential business-building ideas.

Past surveys have revealed compelling information on advisor practices. Just a few of these findings include: (1) time with clients as an indicator of profitability, (2) opportunities for improvement in preparing for retiring baby boomers, (3) the increased importance of alternative investments in advisors’ portfolios and (4) ideas for retaining staff via investing in training and education.

To participate in the free and confidential online survey, advisors should visit www.advisorbenchmarking.com.

About Rydex AdvisorBenchmarking, Inc., an affiliate of Rydex Investments

Rydex AdvisorBenchmarking is a research and analysis center focused on the registered investment advisor (RIA) marketplace. Every year through its survey web site, www.AdvisorBenchmarking.com, the firm conducts multiple surveys on advisors, covering a host of business management and investment management practices. The

findings and analysis of the data are then released to the marketplace as annual studies, quarterly research notes and monthly newsletters. The service is aimed at helping advisors grow and enhance their firms by comparing how their businesses fare against other advisors. Advisors also learn best practices of the most successful advisors in the business. AdvisorBenchmarking is an affiliate of Rydex Investments.

The analysis on Rydex AdvisorBenchmarking.com is based on the number of completed surveys and reflects only information from those surveys. This information is intended to be general, and these overviews are no substitute for professional, legal or consulting advice. This information should not be construed as advice from Rydex Investments or any of its affiliates.

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