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## 2013 PAICR RFP Survey Reveals State of Financial Services New Business Process

*The premier financial services association for investment marketing communicators offers a comprehensive view into the RFP process and its impact on a company's bottom line.*

WASHINGTON, DC (July 31, 2013) — The Professional Association for Investment Communications Resources (PAICR) recently completed a study of the industry's RFP process.

Responses identified the main thrust of the RFP process for most firms is relationship building, which drives the effort forward even if minimum requirements aren't met for each organization. The consensus is that RFP volume is likely to increase in the next 12 months. In contrast, 60% of respondents currently believe their team is "regularly overwhelmed by volume."

The survey reflects input from a diverse range of 60 retail and institutional asset managers. Perspectives are provided from senior management, proposal writers, content managers, product specialists, marketing, communications, and client service professionals.

Details of the RFP process include: the most used content management systems, size and role of team structure, and percentage of firms that have the Compliance team review each RFP. This information helps organizations understand and learn industry best practices as they compare their firm's efforts to competitors.

"As a manager, you are constantly looking for ways to evolve and ensure your department is keeping up with the industry. You wonder how others are handling similar challenges and developing solutions," said Maureen Bromwell of Munder Capital Management, a marketing veteran and PAICR member. "The PAICR organization is a fantastic resource and a wealth of knowledge. The RFP survey provides industry insights not available anywhere else."

Importantly, the survey includes perspectives on roles and compensation with salary benchmarks for five key positions. New business tracking practices and win rates are also included.

The PAICR RFP Survey is available for \$295 to members and \$495 to non-members at [www.paicr.com](http://www.paicr.com).

### **About PAICR (Professional Association for Investment Communications Resources)**

PAICR is a non-profit organization created in 1998 by, and for, financial services marketing and communications professionals. The organization is dedicated to the professional development of financial services marketing and communications professionals by providing the information, education and tools necessary to succeed in their careers. Through a variety of innovative, interactive and educational forums, PAICR nurtures a membership who is driven by curiosity and the desire to learn, connect and succeed in the financial services industry. Visit [www.paicr.com](http://www.paicr.com) for additional information.

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