



**Wisconsin Deferred  
Compensation Program**

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[www.wdc457.org](http://www.wdc457.org)

October 30, 2013

Ms. Shelly Schueller  
Wisconsin Deferred Compensation  
801 W. Badger Road  
P.O. Box 7931  
Madison, WI 53707-7931

RE: SDBA Survey

Dear Shelly:

Great-West Financial is pleased to provide the results of the 2013 Schwab self-directed brokerage account (SDBA) survey. The survey was posted to the Wisconsin Deferred Compensation (WDC) Program website from October 1-22, 2013 as a pop-up bulletin that appeared for all participants who logged into their accounts.

The purpose of the survey was to gauge participant interest in the self-directed brokerage account in general and to determine what, if any, additional investment options users would like to see added to the SDBA. As of September 30, 2013, the WDC had 477 participants holding a balance in the SDBA, and 379 participants completed the survey.

Overall, the feedback was very positive. Exchange Traded Funds (ETFs) and individual stocks seem to be of great interest to those who completed the survey. The full list of comments is outlined in the attached summary.

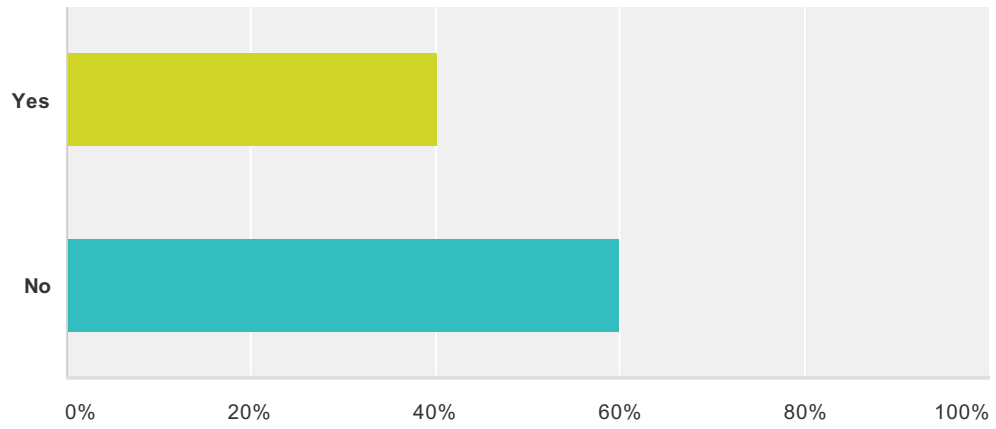
Great-West appreciates working with the Department and WDC Board in an effort to constantly improve the service for all participants of the WDC. As we continue this partnership, please inform us of any other opportunities you would like to see made possible.

Sincerely,

Sue A. Oelke  
Wisconsin Regional Director

### Q1 Do you currently use the SDBA option?

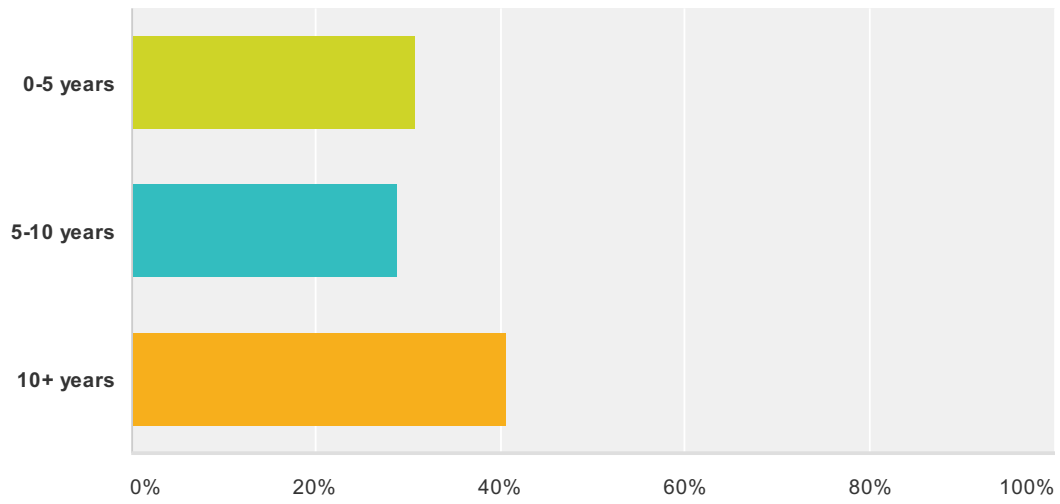
Answered: 379 Skipped: 2



Answer Choices	Responses
Yes	40.11% 152
No	59.89% 227
<b>Total</b>	<b>379</b>

## Q2 How long have you been using the SDBA?

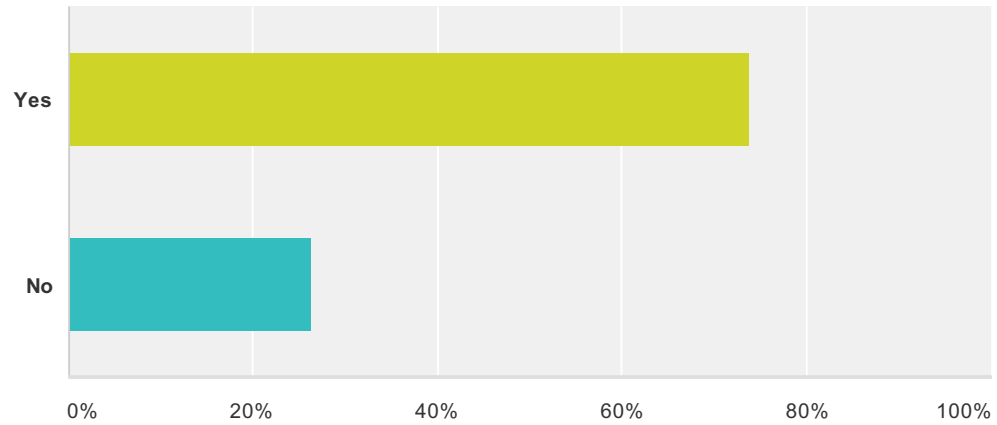
Answered: 153 Skipped: 228



Answer Choices	Responses
0-5 years	30.72% 47
5-10 years	28.76% 44
10+ years	40.52% 62
<b>Total</b>	<b>153</b>

### Q3 Are you interested in additional investment options via the SDBA?

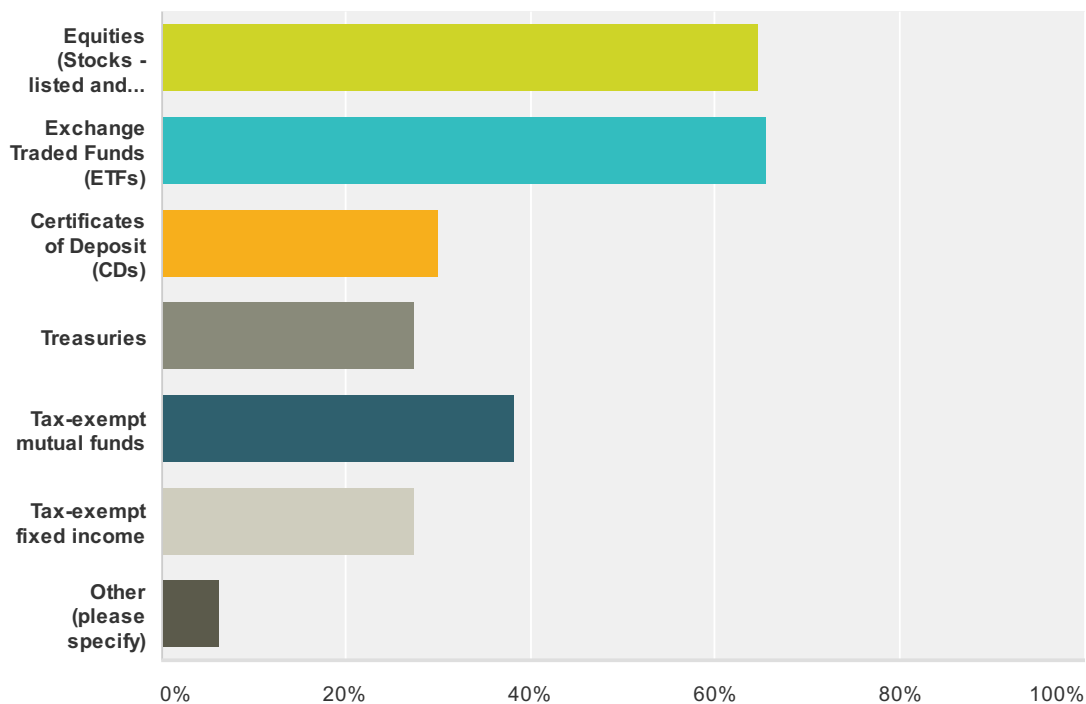
Answered: 152 Skipped: 229



Answer Choices	Responses	
Yes	73.68%	112
No	26.32%	40
<b>Total</b>		<b>152</b>

### Q4 What additional investment options would you be interested in seeing in the SDBA? (Select all that apply)

Answered: 110 Skipped: 271



Answer Choices	Responses
Equities (Stocks - listed and NASDAQ market securities only)	64.55% 71
Exchange Traded Funds (ETFs)	65.45% 72
Certificates of Deposit (CDs)	30% 33
Treasuries	27.27% 30
Tax-exempt mutual funds	38.18% 42
Tax-exempt fixed income	27.27% 30
Other (please specify)	6.36% 7
<b>Total Respondents: 110</b>	

#	Other (please specify)	Date
1	options	10/18/2013 8:15 AM
2	options	10/13/2013 8:10 AM
3	I don't know enough	10/9/2013 4:15 PM
4	Dividend stocks like utilities	10/8/2013 10:48 AM
5	closed end funds	10/6/2013 8:38 PM
6	schwab already offers these choices	10/4/2013 4:31 PM
7	I will have to read to know what they all are	10/3/2013 9:01 AM

**Q5 Thank you for completing this survey! If you have any comments or suggestions for improving the SDBA, please let us know.**

Answered: 41 Skipped: 340

#	Responses	Date
1	I just sold out what I had in the SDBA. Lost 20% on it over 10 years. Could never recoup the loss no matter how hard I tried.	10/20/2013 5:42 PM
2	Keep SDBA as an option.	10/19/2013 10:14 PM
3	SDBA allowed me to substantially increase my returns & is very much appreciated. Schwab has been a very fine brokerage to have, I have been very satisfied.	10/19/2013 4:48 PM
4	Not much of a survey. Keep the sdba in place. Might be the difference between eventually leaving def comp or staying.	10/19/2013 8:06 AM
5	did not know this was an option	10/19/2013 7:59 AM
6	like having the option. i'm sure it is not for everyone but has let me be a little more aggressive with a small part of my portfolio and I have done very well so far mostly in umbwx and oakix	10/19/2013 6:58 AM
7	I like to keep the SDBA option open even though I don't currently use it.	10/18/2013 9:20 AM
8	i would like more information about this option	10/17/2013 4:57 AM
9	Allow individual stock purchases.	10/16/2013 5:07 PM
10	Actually, expected more questions. And felt the 3rd question about options wasn't all that clear. Love the service and am very glad the option is there.	10/16/2013 10:23 AM
11	Keep the self directed brokerage account	10/15/2013 7:42 AM
12	I would very much like to use the SDBA but do not at this time because it does not allow us to invest in ETF's.	10/13/2013 11:42 AM
13	Do I have the flexibility to utilize the SDBA since I am an annuitant now?	10/12/2013 7:15 AM
14	ETFs are must as they have much lower fees. Thank you	10/11/2013 9:06 PM
15	Current available options are adequate without going to SDBA.	10/11/2013 7:01 AM
16	ETFs return better than mutual funds and you are ripping us off by not providing ETF options. Why should we pay high mutual fund fees!	10/10/2013 7:52 PM
17	I tried it because if offered access to a particular fund I like. But the Transaction fee was too high.	10/10/2013 1:46 PM
18	It would have been nice if the question were asked why one does not use the SDBA rather than terminating the survey. It would seem that anyone trying to really improve would want to know the answer to this question. However perhaps there are other reasons that are not openly disclosed.	10/8/2013 8:12 AM
19	ETFs would be greatly appreciated as a low cost index option.	10/7/2013 7:44 PM
20	I don't use the SDBA because it doesn't offer what I want: the ability to buy individual stocks. I would like to build my own portfolio, rather than accept one built by someone else. That someone else might have built a portfolio that I like, but they can change it at any time, and I won't find out until well after the fact.	10/7/2013 4:34 PM
21	I am not qualified to make investment decisions, nor is anyone else. It's what we pay you for, right?	10/7/2013 11:50 AM
22	The SDBA is a great option. I'm very happy with it.	10/7/2013 10:39 AM
23	I have a higher return then someone who is using you SDBA.....why would I change? Plus I'm not paying somebody to manage my account.....more money toward investment.	10/6/2013 6:18 PM
24	I need to educate myself about the SDBA. Thanks to your survey, I now know it exists and will look into its details during this visit to your website. I anticipate being interested in the SDBA if I can invest in funds, etc. that I normally would not have access to. Therefore, I hope the purpose of the survey is not to abandon the SDBA option.	10/6/2013 10:03 AM

## WDC Self-Directed Brokerage Account Survey

25	Being able to invest in individual stocks would be nice.	10/5/2013 7:26 PM
26	I could give you better answers if I knew what the other options were before I declined them and 2. to be clear, self directed brokerage refers to my Schwab account - so the lingo is confusing. You need to test this stuff with live bodies in real time in person before you launch.	10/5/2013 7:37 AM
27	Please also consider some basic/safer options (such as covered calls).	10/4/2013 6:40 PM
28	I liked the old website better. The new one is too confusing.	10/4/2013 10:32 AM
29	not sure what the self directed brokerage is.	10/4/2013 6:50 AM
30	Like the idea of SDBA. Have a Series 7 background. Appreciate your direction of my account, as am too busy and have other accounts I direct.	10/3/2013 11:31 AM
31	I invested in JAOSX through SDBA.	10/3/2013 10:32 AM
32	I was not sure what this was asking about. I have not heard this phrase before.	10/3/2013 10:19 AM
33	But I am thinking about starting to use it!	10/3/2013 10:04 AM
34	I would use the Self-Directed Brokerage Account if one were allowed to purchase individual stocks. Why not? It is the individual investor's money, let him/her choose the companies in which to invest. Thank you.	10/3/2013 6:28 AM
35	cannot transfer funds or get started on this . would never work!	10/3/2013 5:44 AM
36	It's my money. Let me manage it	10/2/2013 8:59 PM
37	I looked into the SDBA, but it seemed complicated and involved to easily switch funds to and from these accounts.	10/2/2013 10:40 AM
38	Make it a little easier to find out which mutual funds are available. For example, I understand that all of the open Vanguard funds are available if certain fees are paid. There are front-end and backend fees. However, the expense ratios are somewhat lower so it may be worth considering.	10/2/2013 8:47 AM
39	I would like to but never quite understood how to get started. If I don't understand it. I won't invest in it. Could you offer some instruction or tutorial workshops or videos?	10/1/2013 7:09 PM
40	I like you program.	10/1/2013 2:55 PM
41	Hopefully ETF's will become an investment option.	10/1/2013 1:43 PM