



# RBC Canadian Private Banking named Canada's Top Private Bank

RBC® Canadian Private Banking has been ranked number one among domestic and international banks for best overall private banking services in Canada, according to the Euromoney 2009 Private Banking Survey. The survey also ranked RBC Canadian Private Banking as the leading domestic private bank for the second consecutive year. The highly regarded Euromoney Private Banking Survey is known as the “peers poll” of the wealth management industry, representing feedback from wealth advisors worldwide about the companies they believe to be the top providers.

RBC Canadian Private Banking tops the rankings in Canada in 21 out of 34 categories, including Services for High Net Worth Clients (\$1 million to \$30 million); Relationship Management; Inheritance and Succession Planning; Specialized Services for Corporate Executives, Inherited Wealth and Business; and Range of Advisory Services (see Figure 1).

## COMPLETE WEALTH MANAGEMENT SOLUTIONS TAILORED FOR YOU, FROM CANADA'S TOP PROFESSIONALS

There's a reason we're leading the industry in relationship management. At RBC Private Banking, we provide the preferred care and proactive service our clients expect through personal relationships with premier financial advisors. Our collective purpose is to help our clients achieve their goals while relieving them of the ongoing burden of managing their finances. We accomplish that through a team-based approach, solidly grounded in an environment that places our clients' needs at the centre of every customized wealth solution. Our Private Banking teams work one-on-one with each client, drawing on the full resources of RBC to create sophisticated banking as well as high end credit solutions, for individuals and families who are dealing with multiple income streams and often require complex solutions.

Figure 1: RBC Canadian Private Banking tops the rankings in Canada in 21 out of 34 categories

Canadian Private Banking	Best Private Banking Overall																														Previous Rank					
	Super Affluent	High Net Worth I	High Net Worth II	Ultra High Net Worth	Relationship Management	Privacy and Security	Range of Investment Products	Range of Advisory Services	Equity Portfolio Management	Fixed Income Portfolio Management	Foreign Exchange	Real Estate Investment	Structured Products	Hedge Fund Investments	Managed Futures	Luxury Investments	Precious Metals Investment	Private Equity Investment	Family Office Services	Inheritance and Succession Planning	Trust Services	Tax Guidance and Services	Islamic Banking Services	Offshore Services	Corporate Advisory for PB Clients	Specialized – Corporate Executives	Specialized – Entrepreneurs	Specialized – Inherited Wealth and Business	Offshore Services for Clients – Asia	Offshore Services for Clients – North America		Offshore Services for Clients – Latin America	Offshore Services for Clients – Caribbean	Offshore Services for Clients – Middle East	Offshore Services for Clients – Western Europe	
RBC	1	1	1	1	2	1	3	1	1	1	1	1	3	5	1	1	3	1	2	4	1	1	3	4	1	1	1	5	1	3	1		1	3	2	2
UBS	2		2	2	1	5	5	2				3		3	2	2	1		2	2				5	2	4							3	3	1	1
HSBC	3					2	5	5	4			3	1											1	3			4	2	1				1		4
TD Bank	4	2		4		5		4	4	3							3				2					2	1				3				7	
Waterstreet	5						5												1	5	5															
BMO Harris	6	4	3	4					2			5	5				5		4		2	4					5	1			5				3	
Citigroup	7		5			3		3	2				4				4							2	3					2		2		2		5
Goldman Sachs	8				3	3						2			3			4																	6	
Scotiabank	9	5	4					5		4				2			2							3		4		5			1	2			8	
CIBC	10	3												4							3							3						3		

## STRENGTH, STABILITY – AND INNOVATION

We know that our clients have choices when it comes to their financial partners, and we work to continually earn their business, through regular feedback about their wants and needs, and a constantly evolving offering of the most innovative wealth management products and services on the market today. At the same time, our clients' wealth is stewarded under the security of RBC, named the safest bank in Canada and third safest in North America (Global Finance magazine), with senior debt ratings of Aaa (Moody's), AA- (S&P) and AA (Fitch).

## SPEAK WITH A PRIVATE BANKER TODAY

If you would like more information about Private Banking or a confidential review of your wealth management needs, please contact a Private Banker near you, or visit us online at [www.rbc.com/privatebanking](http://www.rbc.com/privatebanking).



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