



Marketing Services Request for Proposals

July 10, 2006

N.B.

Closing date: August 9

Closing time: 4:00 PM

Key factors include:

- RGF is a conservative, well-established firm in the financial services industry
- The leaders of the firm are extremely value-oriented
- Successful partnerships with RGF are characterized by a pragmatic, cost-effective approach.

Proposals will only be accepted if several samples are provided of recent work by the specific individual(s) who are proposed to complete the assignment for RGF.

The individual(s) proposed to complete the assignment must attend face to face interviews. Failure of this(these) individual(s) to attend the interview will result in disqualification.

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Purpose and Background

Objective

The objective of this Request for Proposals (RFP) is to identify and select a marketing consultant or firm that will be a good, long-term fit for Rogers Group Financial Ltd. (RGF). Key factors in relation to this selection are as follows:

- RGF is a conservative, well-established firm in the financial services industry
- The leaders of the firm are extremely value-oriented
- Successful partnerships with RGF are characterized by a pragmatic, cost-effective approach.

History

Jim Rogers, the founder of the RGF, started the Vancouver-based financial planning practice in Vancouver in 1973. Since that time, the firm has been in continuous operation under Jim's leadership, and proudly celebrated its 30th anniversary in 2003. In 2003, Brett Simpson took over from Jim as president of RGF, while Jim continues to serve as Chairman of the Board.

Since the firm's inception, RGF has grown to over 45 people and has become one of Vancouver's most respected independent financial planning firms. The company has been built on the confidence and trust that clients place in all of the talented people who work within the organization.

Today, RGF is a firm of professionally qualified financial advisors and portfolio managers, dedicated to serving clients' needs first.

Proposal Preparation and Instructions

Mandatory requirements

Proposals will only be accepted if several samples are provided of recent work by the specific individual(s) who are proposed to complete the assignment for RGF.

The individual(s) proposed to complete the assignment must attend face to face interviews. Failure of this(these) individual(s) to attend the interview will result in disqualification.

Where to send response

Please address your response as follows:

Marketing Services RFP
Rogers Group Financial
Fifth Floor, 1770 West 7th Avenue
Vancouver, B.C. V6J 4Y6
ATTENTION: Alan Kotai
Email: akotai@rogersgroup.com

Closing date and time

Closing date: August 9
Closing time: 4:00 PM

Key dates

Proposal invitation issued: July 12
RFP process closes: August 9
Face to face interviews: August 14 - 18
Successful proponent selected: August 31

Proposal content

Proposals should cover the following in a succinct, readable format:

- Demonstrate understanding of RGF requirements
- Summarize expertise and skills relevant to the requirements
- Identify the specific individual(s) who would undertake the assignment if selected
- Provide descriptions and several work samples of similar assignments this(these) individual(s) they have recently completed
- Optional: alternative(s) for meeting Rogers Group's requirements
- Definition of the assignment deliverable(s)
- Approach and time frame for the assignment
- Cost estimate

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- Suggested methods for reporting and evaluating the assignment
 - Client references for the specific individual(s) who would be assigned to RGF, if successful.

Proposal format

Content should be organized to be as brief and readable as possible.

Proposals may be in hard copy or electronic format. At least 1 (one) hardcopy of recent samples of work must be included.

Selection process

The selection process will be as follows:

1. An invitation will be issued for responses to the RGF Marketing Services RFP
2. RGF will evaluate the proposals and prepare a short list
3. Personal, face to face interviews will be conducted with those on the short list, in order to:
 - assess qualifications, capability and suitability
 - assess the cultural fit and way of working, in the context of the RGF organization
 - discuss desired outcomes and expectations
 - establish the measurable objectives for the assignment
4. RGF will check the client references provided
5. The successful proponent will be selected for further negotiations
6. A contract will be negotiated with the successful proponent.

Statement of Needs

Scope

2006

Limited changes will be required in 2006 including:

1. Cleanup and professionalize RGF collateral material (letterhead, envelopes, business cards, brochures, and other relevant materials)
2. Cleanup and professionalize RGF introduction package
3. Assist in the design and layout of any new reports.
4. Determine a seminar strategy for 2007 and 2008.

2007

The following items are expected to be reviewed and refreshed in 2007:

- Current marketing pieces (marketing bulletins, booklets and related materials)
- Newsletter
- Signage
- PowerPoint templates
- Questionnaires (profile forms)
- Website.

It is recognized that these priorities may be changed based on the advice and guidance received from the successful proponent.

In addition, there is a requirement to establish minimum standards for advisor's personal marketing pieces. This is to ensure consistency in RGF messages as well as a consistent look and feel across advisory teams.

Approach

The selected marketing consultant will be there to provide RGF with advice and guidance. A close partnership is anticipated.

With respect to additional suppliers, however, RGF reserves the right to determine the final selection. RGF may choose to use suppliers recommended by the marketing consultant, but deems it important to maintain the option to choose the most suitable ones.

Deliverables

Diagnostic Review

- Review the current RGF brand
- Review collateral material, web site, newsletter, paper stock, brochures, signage, and other relevant materials
- Review client survey results
- Interview management
- Interview a cross-section of advisors
- Interview selected clients
- Get a feel for the organization and its style
- Summarize and present findings, with suggestions and comments on the brand, to sponsors and management by September 29, 2006.

Marketing Plan

- Complete a two year draft marketing plan by November 1, 2006
- Present plan to management to take forward for approval by RGF Board of Directors and incorporated into the budget for 2007.

Sponsors

The sponsors of this initiative are two key members of the management team.

Timing and Fees

Timeframe

The intended timeline for this initial contract is for a two year period. Ideally, RGF is looking for a long-term relationship.

Charges

As previously indicated, RGF has a strong focus on value.

The successful proponent will be involved in developing the marketing budget with RGF staff. The budget will be managed by RGF. The marketing partner will be held accountable for delivering against that budget. Any significant increase in anticipated costs will require pre-approval to proceed.

Proponents should be crystal clear about what fees would be charged and the tangible deliverables or outcomes related to those charges.

It is anticipated that progress billings would be on a monthly basis. Expenses and taxes would be additional to fees. Any significant expense would require pre-approval to proceed.

Standard Terms and Conditions

The following terms and conditions will apply to this Request for Proposals. Submission of a proposal in response to this RFP indicates acceptance of all the terms that follow. Provisions in proposals that contradict any of the terms of this RFP will be as if not written and do not exist.

1. Late Proposals

Proposals will be marked with their receipt time at RGF. Only complete proposals received and marked before closing time will be considered to have been received on time.

Hard-copies of late proposals will not be accepted and will be returned to the Proponent. Electronic proposals that are received late will be marked late and will not be considered or evaluated.

In the event of a dispute, the proposal receipt time as recorded at RGF shall prevail whether accurate or not.

2. Negotiation Delay

If a written Contract cannot be negotiated within thirty days of notification of the successful Proponent, RGF may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent and either negotiate a Contract with the next qualified Proponent or choose to terminate the RFP process and not enter into a Contract with any of the Proponents.

3. Proponents' Expenses

Proponents are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with RGF, if any. If RGF elects to reject all proposals, RGF will not be liable to any Proponent for any claims, whether for costs or damages incurred by the Proponent in preparing the proposal, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

4. Limitation of Damages

Further to the preceding paragraph, the Proponent, by submitting a proposal, agrees that it will not claim damages, for whatever reason, relating to the Contract or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Proponent in preparing its proposal and the Proponent, by submitting a proposal, waives any claim for loss of profits if no Contract is made with the Proponent.

5. Firm Pricing

Prices will be firm for the entire Contract period unless this RFP specifically states otherwise.

6. Currency and Taxes

Prices quoted are to be:

- a) in Canadian dollars;
- b) inclusive of duty, where applicable; FOB destination, delivery charges included where applicable; and
- c) exclusive of Goods and Services Tax and Provincial Sales Tax.

7. Completeness of Proposal

By submission of a proposal the Proponent warrants that all required components have been identified in the proposal or will be provided by the Contractor at no charge.

8. Sub-Contracting

Using a sub-contractor (who should be clearly identified in the proposal) is acceptable. This includes a joint submission by two Proponents having no formal corporate links. However, in this case, one of these Proponents must be prepared to take overall responsibility for successful performance of the Contract and this should be clearly defined in the proposal.

Where applicable, the names of approved sub-contractors listed in the proposal will be included in the Contract. No additional subcontractors will be added, nor other changes made, to this list in the Contract without the written consent of RGF.

9. Acceptance of Proposals

This RFP should not be construed as an agreement to purchase goods or services. RGF is not bound to enter into a Contract with the Proponent who submits the lowest priced proposal or with any Proponent. Proposals will be assessed in light of the evaluation criteria. RGF will be under no obligation to receive further information, whether written or oral, from any Proponent.

10. Definition of Contract

Notice in writing to a Proponent that it has been identified as the successful Proponent and the subsequent full execution of a written Contract will constitute a Contract for the goods or services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

11. Liability for Errors

While RGF has used considerable efforts to ensure information in this RFP is accurate, the information contained in this RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to

be accurate by RGF, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposals.

12. Modification of Terms

RGF reserves the right to modify the terms of this RFP at any time in its sole discretion. This includes the right to cancel this RFP at any time prior to entering into a Contract with the successful Proponent.

13. Ownership of Proposals

All proposals submitted to RGF become the property of RGF. They will be received and held in confidence by RGF.

14. Use of Request for Proposals

Any portion of this document, or any information supplied by RGF in relation to this RFP may not be used or disclosed, for any purpose other than for the submission of proposals. Without limiting the generality of the foregoing, by submission of a proposal, the Proponent agrees to hold in confidence all information supplied by RGF in relation to this Request for Proposals.

For More Information

For more information regarding this RFP, please contact Alan Kotai via email at akotai@rogersgroup.com, or via telephone at 604.732.6551.