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By JAYNE W. BARNARD

THERE seems, Sears, Roebuck & Company suspected that incorporating its own mechanized high-mix model into its system of high-mix services would dilute the success of its service model. While high-mix services may enhance customer satisfaction, to some degree, Chairman Edward A. Bronfman quickly recovered Sears's compensation scheme, declining it seemed to him, as "missteps of customers being given poor advice."

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As it happens, Sears's new incentives program looks a lot like the system by which many brokerage firms, including Sears's own, routinely compensate their stockbrokers. The result is likely to be the same: stockbrokers with a financial stake in selling specific services, car owners often ended up paying for unwanted work, stockholders are sometimes paid a financial stake in selling specific products, investors may find them-selves paying for worthless advice.

What kind of objective recommendations can a brokerage customer expect when a stockbroker who moves him into a firm-managed mutual fund may receive far in five times the commission he would receive if the customer put the same amount of money directly into that fund? Much has been said about the ethical implications of this practice, the parallels are, in fact, quite striking.

In California, for example, alleged sales of overpriced mutual funds, which investors are presumed to be selling them to customers.

Many brokerage firms are exploring alternatives to traditional compensation schemes. One Florida firm now offers clients the option of paying commissions on all trades and avoiding the limitations of restrictive systems that historically have encouraged cross trading over higher fees. Whatever the eventual outcome of these efforts, brokers should consider the very real impact of the compensation plans on their clients. The first step, of course, is to ask your broker just what these plans are.