

T3/Inside Information Software Survey

2025



Bob Veres
Joel Bruckenstein

As you read this report, be sure to check out our 2025 sponsors in the following categories:



<https://jumpapp.com/>

Proposal Generation, Client Onboarding and Meeting Preparation - page 56
Transcription and Voice to Text Capture Services - page 72



<https://orion.com/advisor-tech>

CRM - page 13
Financial Planning - page 17
Portfolio Management & Reporting - page 27
All-in One Solutions - page 31
Trading/Rebalancing/Tax Loss Harvesting - page 33
Portfolio Design - page 35
Economic Analysis and Stress Testing - page 38
Enterprise Data Warehouse Services - page 69
TAMP Service Providers - page 46
Document Management - page 53
Compliance Resources - page 63
Digital Marketing Tools - Content Providers -page 66



[\(https://fpalpha.com/\)](https://fpalpha.com/)

Financial Planning Software - page 17
Retirement Distribution Planning - page 20
Estate Planning - page 21
Tax Planning - page 22
Digital Marketing - Lead Capture - page 65



Portfolio Management & Reporting - page 27
Trading/Rebalancing/Tax Loss Harvesting - page 33
TAMP Service Providers - page 46
Online Portfolio Management Tools - page 47
Account Aggregation Tools - page 49
Custodial Platforms - page 75

[\(https://seic.com/\)](https://seic.com/)



CRM - page 13
Portfolio Management/Reporting - page 27
All-in One Solutions - page 31
Trading/Rebalancing/Tax Loss Harvesting - page 33
Document Management - page 53

<https://www.advyzon.com/main/index.html>

Contents

Introduction and Methodology	1
Demography of the Survey Participants	3
Total Market Penetration	5-6
Association Utilization Rates	7
Category Satisfaction Rates	9-10
Software All-Stars	11
Mighty Mites	12
CRM Programs	13
Financial Planning Software	17
Retirement Distribution Planning Tools	20
Estate Planning Tools	21
Tax Planning Software	22
Social Security Analysis Tools	23
Healthcare Planning Tools	24
College Planning Tools	25
Planned Giving Resources	26
Portfolio Management/Reporting Tools	27
All-In-One Software	31
Trading/Rebalancing Tools	33
Portfolio Design Solutions	35
Investment Data/Analytics Tools	36
Economic Analysis and Stress-Testing Tools	38
SRI/ESG Portfolio Analysis Tools	40
Alternatives Platforms	41
Cryptocurrency Investing/Tracking Services	42
Automated Cash Management Services	43
Life Insurance/Annuity Analysis/Buying Services	44
Customized Billing/Payment Solutions	45
TAMP Service Providers	46
Online Portfolio Management Tools	47
Account Aggregation Tools	49
Risk Tolerance Instruments	51
Document Management	53
Document Processing Tools	55
Client Onboarding and Proposal Generation Tools	56
Client Communication Power Tools	57
Workflow Tools	58
Data Warehouse Services	59
Cloud Hosting Resources	60
Cybersecurity Solutions	61
Compliance Resources	63
Social Media Archiving Resources Resources	64
Digital Marketing - Lead Capture	65
Digital Marketing - Content	66
AI - Search & Generative Language	67
AI - Graphics	68
Scheduling Apps	69
Password Management Tools	70
Videoconferencing Tools/Services	71
Remote Transcription Services	72
Miscellaneous Tools	73
Custodial Platforms	75
Broker-Dealer Platforms	77
Trends	78
Most Valuable Technology	79
Final Thoughts	81

Introduction and Methodology

This survey attempts to answer the most basic and important questions about the ever-evolving fintech marketplace: *Which fintech solutions are advisors using? How do they like them?*

Each year, we attempt to assemble a robust data set to determine the market share of more than 300 programs in 45 different categories and their individual ratings from actual users.

The survey also collects data on which solutions advisory firms are considering in the future. And respondents are invited to write in any software programs or solutions they're using that are not included in the survey instrument, leading to some of the most interesting (intriguing?) data that we collect.

Pulling data from previous surveys, we also measure which software/solutions are gaining market share, and track changes in user satisfaction ratings.

We believe this information is useful to the people who make software decisions at advisory firms—the consumers who are charged with creating and maintaining a functional tech stack in an ever-shifting marketplace. The charts offer insight into individual solutions and, more broadly, the direction(s) that the tech marketplace is evolving. Most readers will encounter solutions that they may not have heard of before, or categories they haven't considered, which could be valuable to their business lives.

Any survey is, at best, a snapshot of the recent past. Our 2025 survey collected data from advisory firm participants, anonymously, through the months of December 2024, January and the first half of February, 2025. In total, after we eliminated a number of obviously bogus responses and a number of responses where no data was provided, we were able to include 2,128 responses that we judged to be valid. This is a slight decrease from our 2024 survey, but it is by far the most robust data set in the profession—a broad, statistically valid sampling of software utilization across virtually every part of the advisor world and all demographic categories—with the possible exception (as will be discussed later) of wirehouse brokers.

The market share numbers you see in the charts have been calculated in a number of ways. For the individual market share figures for each software or service, we counted the number of advisors who provided a rating, and divided that number by the total number of survey respondents. In other words, the market share

figure is not calculated as a percentage of the firms that are using the software or service, but a percentage of the total marketplace at large.

For the total category market penetration figures—that is, the percentage of all firms that are utilizing at least one solution in each category—we add up every respondent who reported using one or more solution. Then we divided that number by the total number of survey respondents. This methodology eliminates double-counting, where respondents are using more than one solution in the category.

To obtain the “average category rating” number, we simply added up all the category ratings for programs and solutions that achieved more than a 0.5% market share and divided by the number of those solutions. The category rating is not a weighted average of the ratings, and does not include all ratings.

Each year, we're asked why we're including so many tools and solutions that have market share below 1%. We did eliminate solutions and programs that acquired only a small handful of responses, but for the most part our attitude was: if we have the data, we might as well provide it.

And we believe it can be valuable. Some of the firms with low market share received some of the survey's highest average ratings; their inclusion helps identify quality software solutions that might otherwise be overlooked in the marketplace—and we regard that as an important function of this survey.

However, as a caution, wherever you encounter an item with market share below 1%, be aware that these user ratings can be unstable; a small number of participants can have an outsized impact on the overall rating, for good or ill.

The main chart in each category includes total market share percentages and average ratings from previous surveys, so that readers can follow trends in market share.

In addition to these analyses, we took a deeper dive into several software categories. For CRM, financial planning and portfolio management software, we calculated the market share data and, separately, average user ratings for the leading solutions broken down by their users' years of experience, firm size and business models. We added additional analysis to the custodial category as well.

Ideally, these deeper dives will make it easier

for readers to determine which solutions are most popular with which types of advisory firms—specifically THEIR type of firm—and in some cases there were clear preferences based on size, business model and years of experience.

In all, more than 900 different programs, services and solutions are covered on the following pages. The data is provided through 151 charts and graphs, each organized to deliver what we believe to be helpful information in every relevant category. This year, we added four new categories: client onboarding and proposal generation tools, compliance resources, artificial intelligence related to search and generative language capabilities, and artificial intelligence used to generate graphics.

The reader should know that we made every effort to ensure the accuracy of the data presented here. There is some validation in the fact that the market share numbers and ratings have been relatively stable across previous surveys and this one. But as our demographics have shifted, some of the market share numbers will be pushed around a bit; we collected a greater percentage of fee-only respondents and respondents from larger firms this year, which means that the market share numbers, overall, are reflective of a somewhat different audience than last year. Because of this, small shifts in market share should not be interpreted broadly.

Finally, the ratings themselves deserve a word of explanation. We believe that any rating of 7.00 or above represents satisfaction, anything above 7.50 indicates an above-average grade, and any figure above 8.0 should be considered remarkable.

Some readers might find this odd. Isn't 75 merely a passing grade, and 80 a low B on normal grading scales?

Our experience with this survey is that there are a surprising number of advisors who are chronically dissatisfied with their software; indeed, some will give a consistent set of '1,' '2,' or '3' ratings across their entire software stack. Others will never give a grade higher than a '7,' even if they are highly-satisfied with their software.

When we normalize all the results over all of the categories, we find that the most popular programs typically achieve scores of 7.25 or above, and a very few receive scores above 8.0. Our interpretation may look like grading on a curve, but the curve seems to be consistent across the advisor tech landscape.

In the past there have been questions about

the potential biases introduced into his survey when software companies ask their users to participate. The reader should understand that software companies were far from the only requesting parties to participate; the instrument was widely promoted to the Inside Information and T3 communities, and it was generously and, we would say, vigorously promoted to the memberships of the AICPA PFP Section, the National Association of Personal Financial Advisors, the Financial Planning Association and the Investments & Wealth Institute. We owe a debt of gratitude to each organization, and will make the full report available to their memberships.

The point: few (if any) advisors were unaware of this survey as it was taking place.

Beyond that, the survey is anonymous, so there is no plausible way for solution providers to track the responses of their users, and no incentive for the respondents to give misleadingly high or low ratings.

Accordingly, we don't believe that the data is inherently skewed any more than a robust subset of a full community would be skewed in any particular direction. We don't see the need to 'sample' or otherwise 'correct' the data when it can be presented straightforwardly and without any imposed assumptions or biases. Uniquely, we clearly disclose the number of our respondents and their demographic profiles. There may still be people who believe that independent advisors will do what their vendors tell them to do, but we are firmly not in that camp.

We especially want to express our gratitude to the 2,128 members of the financial planning/investment advisory community for their willingness to spend 15-20 minutes of their time providing us with priceless data that we are pleased to share with you here.

Finally we want to express our sincere gratitude to FP Alpha, SEI, Orion, Advyzon, and Jump for their generous sponsorship of this year's effort. You can see their category participation on the next page, and a brief profile on the back page of this report.

And reader, please accept our thanks for your attention to the result of months of diligent labor. We hope you enjoy the 2025 version of the T3/Inside Information Software Survey—and most importantly, we hope you will find it useful in your business life.

Joel Bruckenstein

Bob Veres

Demography of the Survey Participants

This year, our survey collected 2,128 useable responses, once again the largest population of survey participants, by orders of magnitude, of any tech survey in the advisory space. Invitations were sent out, on our behalf, to the AICPA PFP Section membership, and the memberships of the Financial Planning Association, the National Association of Personal Financial Advisors and the Investments & Wealth Institute. The Inside Information and T3 audiences were given multiple opportunities to participate.

In addition, many software firms whose products and services are listed here were willing to ask their users to provide (anonymously) their ratings and input.

The key question, year over year, is: how representative is this survey sample of the marketplace at large? (How reliable is this data?) The charts illustrate the demographics of this year's participants. But since the demographics have changed, in some areas, year over year, it's also fair to ask how this might have impacted some of the individual company market share statistics.

The top chart (right) shows a breakdown of the size of the firms that the participants represent, ranging from startups and lifestyle practices with less than \$500,000 in annual revenues to larger firms with more than \$8 million in revenues.

This is a representative sample of the profession, but it could lead to misleading conclusions. Last year, approximately 17% of respondents reported working at firms with over \$5 million in revenue; this year, 22% fall in that category. Solutions that tend to have high market share in the larger firm market could see a (mostly incremental, but misleading) bounce in market share; and of course the opposite is true as well. The reader is advised to recognize that some market share shifts up or down are an artifact of an evolving demography.

Firm Revenue	
Under \$500,000	24.01%
\$500,000 - \$1 million	17.06%
\$1-1.5 million	11.42%
\$1.5-3 million	14.85%
\$3-4 million	6.06%
\$4-5 million	4.79%
\$5-8 million	6.44%
Over \$8 million	15.37%

Yrs. In Business	
1-5 years	11.89%
6-10 years	14.57%
11-20 years	24.53%
20+ years	49.01%

The second chart (above) tells us that the survey results are weighted toward advisors who have more than 20 years of experience (49.01% of the sample)--reflective of a marketplace where the founding generation makes up a large percentage of the total cohort. But a significant number of respondents have worked in the business between 11 and 20 years (24.53%), between 6 and 10 years (14.57%) and 1-5 years (11.89%).

Our survey statistics include data from advisors of all experience levels, and where we felt it relevant, we broke down market share based on this information.

Looking at the business model of the survey participants (right), we find that the respondents are more heavily-weighted toward fee-only advisors than previous surveys, but it still includes significant numbers of dually-registered advisors with independent broker-dealer affiliations.

Business Model	
Fee-only	69.50%
Dually-registered	27.68%
Brokerage/Wirehouse	2.82%

A smaller percentage of our respondent population are affiliated with brokerage firms and wirehouses. This is hardly a representative sample of the brokerage industry, but--as we point out elsewhere--it might represent a reasonable sample of the small number of brokerage teams that have permission to shop for solutions outside the firm's in-house software.

This, too, represents a shift from last year, when the mix between fee-only and dually-registered advisors was nearly 50/50. Solutions with greater penetration in the fee-only sector of the advisor marketplace might show a year-over-year increase in market share that is really an artifact of the shifting response cohort, and solutions with a higher broker-dealer market share will experience the opposite tendency.

Organization Affiliation	2025
Financial Planning Assn.	32.14%
NAPFA	18.33%
XY Planning Network	7.75%
AICPA PFP Section	4.37%
Investments & Wealth Inst.	4.65%
Kingdom Advisors	3.90%
Alliance of Comp. Planners	1.03%
Garrett Planning Network	0.85%
Quad-A	0.70%
Total at least one	55.92%

Finally, we asked our survey participants which associations they are members of. We collected input and data from members of the Financial Planning Association, the National Association of Personal Financial Advisors, the AICPA PFP Section, the Investments & Wealth Institute, and the XY Planning Network, along with smaller numbers of Kingdom Advisors members, and advisors associated with the Alliance of Comprehensive Planners, the Garrett Planning Network and the Association of African-American Financial Advisors.

A deeper dive into the data shows that there is significant overlap; that is, advisors who are members of one organization tend to hold multiple memberships. 29.33% of FPA members are also members of the NAPFA organization; 46.92% of NAPFA members are also FPA members. 45.16% of the AICPA PFP section members also members of the FPA, and 35.48% are NAPFA members.

Periodically, throughout the survey, readers will be invited to throw a handful of confetti in the air in celebration of (usually small) milestones. This is the first year, in the history of this survey, that a majority of respondents are members of at least one industry association.

Meanwhile, 8.46% of NAPFA members are also members of the AICPA PFP Section, as are 6.14% of FPA members.

18.28% of Investments & Wealth Institute members are also NAPFA members, and 42.42% are FPA members. 6.14% of FPA-affiliated advisors belong to the IWI, and 4.62% of NAPFA members. Our professional organizations clearly depend on advisors who see the value in multiple association affiliations.

Total Market Penetration - Selected Categories

In each software category, we calculated the total market penetration; that is, the percentage of respondents who reported that they were using one or more of the listed programs/solutions. In some categories (financial planning, digital marketing) it is not uncommon for respondents to report using more than one program; we eliminate the double-counting in the aggregate penetration figure. The charts on this page and the next summarize some of that data.

The chart below ranks the most popular solutions from highest to lowest, excluding many categories where the total market share was below 25%. Our analysis also captured the difference in total advisor adoption going back to our 2023 survey

No surprise: CRM, financial planning, portfolio management and document processing are the most commonly-used solution categories in the profession.

The trend in CRM is interesting; although it has been consistently the most popular (and, one might argue, important) part of advisors' tech stacks, the aggregate usage percentage has been falling incrementally year over year--to the extent, this year, that we had to double-check the data. We've heard anecdotally that a small but growing number of advisors are substituting project management programs like Asana or turning to

generic solutions like Microsoft Dynamics.

Only 84% of planning firms report using financial planning software? This number has grown incrementally over the years, but the below-100% number might reflect the fact that some 'advisory' firms are primarily in the business of managing client assets.

The portfolio management figures have always, from the start of the survey, seemed lower than our observations of the marketplace, but it appears that nearly a third of advisory firms are relying on custodial trading platforms (and, perhaps, spreadsheets) for their asset management and reporting activities.

Most firms are using one or more tools (often more than one) in the document processing category. Yet again the number appears lower than our expectation.

Market Penetration	2025	2024	2023	2-Yr. Diff.
CRM	86.33%	92.60%	96.46%	-10.13%
Financial Planning	83.79%	85.50%	83.68%	0.11%
Portfolio Management	67.48%	66.78%	64.97%	2.51%
Document Processing	62.73%	62.05%	64.46%	-1.73%
Social Security Analysis	55.31%	55.50%	54.46%	0.85%
Trading/Rebalancing	53.38%	45.80%	46.30%	7.08%
Document Management	52.02%	50.46%	51.56%	0.46%
Tax Planning	51.83%	43.23%	41.10%	10.73%
Investment Data/Analytics	51.46%	50.60%	51.22%	0.24%
Account Aggregation	50.61%	49.02%	48.93%	1.68%
College Planning	47.27%	48.27%	46.69%	0.58%
Estate Planning	43.28%	39.32%	15.84%	27.44%
Economic Analysis	39.71%	35.00%	40.74%	-1.03%
Risk Tolerance	30.73%	27.63%	35.42%	-4.69%
All-in-One Programs	28.99%	24.51%	23.93%	5.06%
Digital Marketing - Lead Capture	23.36%	23.11%	22.06%	1.30%
Cybersecurity	21.19%	25.57%	24.33%	-3.14%
Digital Marketing - Content	18.80%	22.35%	23.87%	-5.07%
Retirement Dist. Planning	18.70%	15.19%	12.78%	5.92%

Changes in Market Penetration	2025	2024	2023	2-Yr. Diff.
Estate Planning	43.28%	39.32%	15.84%	27.44%
Tax Planning	51.83%	43.23%	41.10%	10.73%
Trading/Rebalancing	53.38%	45.80%	46.30%	7.08%
Retirement Dist. Planning	18.70%	15.19%	12.78%	5.92%
All-in-One Programs	28.99%	24.51%	23.93%	5.06%
Portfolio Management	67.48%	66.78%	64.97%	2.51%
Account Aggregation	50.61%	49.02%	48.93%	1.68%
Digital Marketing - Lead Capture	23.36%	23.11%	22.06%	1.30%
Social Security Analysis	55.31%	55.50%	54.46%	0.85%
College Planning	47.27%	48.27%	46.69%	0.58%
Document Management	52.02%	50.46%	51.56%	0.46%
Investment Data/Analytics	51.46%	50.60%	51.22%	0.24%
Financial Planning	83.79%	85.50%	83.68%	0.11%
Economic Analysis	39.71%	35.00%	40.74%	-1.03%
Document Processing	62.73%	62.05%	64.46%	-1.73%
Cybersecurity	21.19%	25.57%	24.33%	-3.14%
Risk Tolerance	30.73%	27.63%	35.42%	-4.69%
Digital Marketing - Content	18.80%	22.35%	23.87%	-5.07%
CRM	86.33%	92.60%	96.46%	-10.13%

In the chart above, the same data was organized from highest to lowest increase in adoption rates. The number that jumps out is the huge market share increase in estate planning solutions, which is somewhat misleading, since the biggest shift came when we included eMoney's estate planning module last year. But a growing number of sophisticated fintech options have emerged in the past several years, to the point where estate planning advice has moved into the mainstream.

The jump in tax planning is by now a familiar story; Holistiplan and FP Alpha have revolutionized the category, offering much more convenient data integration and more comprehensive analysis. Another opportunity to break out the confetti: for the first time in our survey, more than half of all advisory firms are using advanced tax planning software.

In fact, over the last several years, we've seen a clear trend toward higher utilization of a broader array of planning-related fintech tools: retirement distribution planning (re-energized by Income Lab's entry in the marketplace), college planning and Social Security analysis. The obvious conclusion is that more advisors are providing more comprehensive advice today than they were just two or three years ago.

Perhaps the most striking feature of the chart above is how nearly every software category has shown market penetration gains. The question is: why?

We can speculate that, overall, advisory firms are becoming more sophisticated in their software usage, and are more aware of their options than perhaps they have been in the past. It's also possible that the higher percentage of fee-only advisors in our sample over previous years raised the overall usage percentages; in consulting engagements, this cohort has tended to be more active users of more sophisticated technology.

It is possible that the existence of this survey has had an impact. This report was never intended to be a marketing vector, or to be promotional; its role is to serve as an annual snapshot of an ever-evolving, ever-more sophisticated and helpful collection of solutions. But a secondary role is to make advisors aware of their (many, increasing) options--a buyer's guide, if you will.

By taming the task of assessing what's out there, we may be influencing adoption rates--and if so, that would benefit advisors and clients.

Utilization Rates by Association Membership

Software Utilization	FPA	NAPFA	AICPA PFP	XYPN	Inv. & Wealth Inst.
CRM	96.78%	96.41%	87.10%	82.91%	86.87%
Financial Planning	85.03%	93.85%	95.70%	93.58%	96.97%
Portfolio Management	93.86%	94.62%	70.97%	98.18%	97.98%
Trading/Rebalancing	78.22%	83.33%	66.67%	89.09%	89.90%
Investment Data/Analytics	92.40%	78.97%	74.19%	66.67%	97.98%
Economic Analysis	66.81%	57.44%	60.22%	63.03%	77.78%
Risk Tolerance	41.23%	37.44%	37.63%	44.85%	43.43%
Retirement Dist. Planning	20.91%	28.97%	21.51%	35.15%	26.26%
Estate Planning	70.61%	69.74%	64.52%	79.39%	83.84%
Tax Planning	74.42%	86.41%	97.85%	83.64%	68.69%
Social Security Analysis	79.82%	80.77%	77.42%	76.36%	83.84%
College Planning	62.72%	61.54%	51.61%	67.88%	68.69%
Digital Marketing - Lead Capture	32.75%	28.97%	35.48%	31.52%	30.30%
Digital Marketing - Content	26.61%	16.41%	24.73%	9.70%	31.31%
Cybersecurity	32.46%	32.31%	33.33%	16.36%	28.28%

Are there significant differences in software utilization between members of different associations and membership organizations?

The chart above shows that these differences are seldom dramatic; advisors from different ‘tribes’ have much more in common in their fintech usages than differences--which is not surprising, since they all essentially provide the same core services.

But the data did turn up a handful of interesting cultural differences across the organizations. The chart above shows that members of the XY Planning Network and AICPA’s PFP Section were somewhat less likely to utilize CRM software than NAPFA or FPA-affiliated advisors. Not surprisingly, nearly all CPA planners are using one (and often more) tax planning programs, and NAPFA members (heavy adopters of both Holistiplan and FP Alpha) seem to be more focused on tax planning than FPA or Investments & Wealth Institute members.

Consistent with past surveys, XYPN members were the most likely to use college planning software, possibly because they are more likely to work with younger

clients who are dealing with student loan debt, and younger parents in the early stages of planning for their childrens’ education.

XYPN members are noticeably *less* likely to be interested in the digital marketing options, and NAPFA members were not especial fans of accessing pre-written content from the digital marketing space. We can speculate that these advisors are more active content writers themselves, and prefer to create messaging more specific to their audiences and, perhaps, less general in nature.

Later in the report, we will try to make sense of the overall low (albeit growing) usage of cybersecurity tools listed in our survey, but the XYPN rate stands out, for the second year in a row, on the low side. We are not suggesting that XYPN members are ignoring the cyberthreats or the regulatory requirements around them. Overall, more than two-thirds of the marketplace appears to be relying on local IT support to meet their cyber needs, and that includes a larger percentage of XYPN members. It bears repeating: cybersecurity and IT are two very different functions, requiring very different types of expertise.

Members of the Investments & Wealth Institute were most likely to incorporate investment data/analytistics and economic analysis solutions in their tech stack, and were surprisingly heavy users of estate planning and Social Security analysis software.

For the most part, these are incremental differences. The similarities across each category appear to be more significant than the variations. There are undeniable cultural differences among the different association memberships. But when it comes to the tools they use to serve their clients--and perhaps, by extension, the services they provide to their clients--the differences have, over time, blended into a common culture across the profession--which, by and large, is what we see here.

It's worth noticing that, once again (this is a trend) these adoption rates are, in general, higher than the market penetration rates overall in virtually every cat-

egory. This fits with a tentative hypothesis that advisors who join one or more associations, and participate more fully in the management and guidance of the profession, tend to be more sophisticated in how they run their businesses and offer more comprehensive service to their clients.

Advisors who attend local meetings and national conferences, who routinely compare notes with their peers and consume curated conference presentations once or twice a year, are exposed to the best ideas and service models in the profession as they evolve. Association members, simply put, are willing to make themselves vectors of individual and professional improvement.

If these charts (plus our speculations) become a marketing argument for joining one (or more) of the associations and organizations, then we're fine with that.

Selected Category Satisfaction Rates

Highest Total Category Ratings	2025	2024	2023	2-Yr. Diff.
Economic Analysis	8.17	7.85	7.95	0.22
Document Processing	8.00	8.10	8.06	-0.06
Social Security Analysis	7.99	7.96	7.82	0.17
Tax Planning	7.96	8.02	7.64	0.32
Document Management	7.86	7.80	7.88	-0.02
Investment Data/Analytics	7.84	7.74	7.83	0.01
Portfolio Management	7.82	7.74	7.58	0.24
Cybersecurity	7.80	8.08	8.25	-0.45
Trading/Rebalancing	7.79	7.51	7.68	0.11
Estate Planning	7.78	7.80	7.39	0.39
College Planning	7.75	7.66	7.58	0.17
Risk Tolerance	7.73	7.78	7.53	0.20
Financial Planning	7.51	7.38	7.50	0.01
Digital Marketing - Content	7.48	7.47	7.41	0.07
All-in-One Programs	7.27	7.72	7.62	-0.35
CRM	7.21	7.53	7.62	-0.41
Digital Marketing - Lead Capture	7.19	7.32	7.04	0.15
Retirement Dist. Planning	7.03	7.61	7.27	-0.24

What constitutes a ‘good’ grade for a fintech solution--or, in this case, for the overall category of solutions?

The chart above ranks the different program categories by overall user satisfaction rates, which provides a benchmark of sorts. All but three categories posted average user ratings above 7.25, and most are in the 7.50 range and above. With the rise in user satisfaction rates over the last three years, we can now say that a solution has to achieve a rating of 7.50 or higher to be considered above average; anything above 8.0 is extraordinary and above 9.0 is rare.

In these aggregate satisfaction rates, we exclude from the ratings any program that failed to achieve at least a 0.5% market share. This, of course, eliminates programs which have, shall we say, *earned* low market share because their users are dissatisfied. It also eliminates some unstable numbers where the sample size is low and the ratings are driven by the whims of a handful of users. (Readers are encouraged to give less credence to the user ratings of firms with market shares below 1%.)

Advisors are most satisfied with their economic analysis, document processing, tax planning and Social Security solutions; all four achieved extraordinary user ratings. And document management, investment analytics, portfolio management, trading/rebalancing, estate planning and college planning all earned 7.75+ average ratings.

The categories at the bottom of the chart--CRM, Digital Marketing - Lead Capture and Retirement Distribution Planning--can be given a B or B+ grade overall. As mentioned in earlier surveys, a grade of 7.0 or above reflects user satisfaction, and the fact that most fintech solutions in our survey meet or exceed that standard may be one reason why it’s so difficult to convince advisors to switch from the perfectly adequate program that they’re using to a more feature-rich solution.

Year/Year Changes in Category Ratings

Changes in Total Category Ratings	2025	2024	2023	2-Yr. Diff.
Estate Planning	7.78	7.80	7.39	0.39
Tax Planning	7.96	8.02	7.64	0.32
Portfolio Management	7.82	7.74	7.58	0.24
Economic Analysis	8.17	7.85	7.95	0.22
Risk Tolerance	7.73	7.78	7.53	0.20
Social Security Analysis	7.99	7.96	7.82	0.17
College Planning	7.75	7.66	7.58	0.17
Digital Marketing - Lead Capture	7.19	7.32	7.04	0.15
Trading/Rebalancing	7.79	7.51	7.68	0.11
Digital Marketing - Content	7.48	7.47	7.41	0.07
Investment Data/Analytics	7.84	7.74	7.83	0.01
Financial Planning	7.51	7.38	7.50	0.01
Document Management	7.86	7.80	7.88	-0.02
Document Processing	8.00	8.10	8.06	-0.06
Retirement Dist. Planning	7.03	7.61	7.27	-0.24
All-in-One Programs	7.27	7.72	7.62	-0.35
CRM	7.21	7.53	7.62	-0.41
Cybersecurity	7.80	8.08	8.25	-0.45

The chart on this page presents the same data as the previous one, but here the categories are ranked by the amount that they did, or did not, improve their overall satisfaction scores over the last two years.

At the top of the chart, we see that estate planning-which has achieved growing market share in the advisor profession, is enjoying rising satisfaction rates. The same is true for tax planning, which is also gaining market share ground. Portfolio management has also seen a rise in user satisfaction.

At the bottom of the chart, the decline in ratings for Retirement Distribution Planning can be attributed to a significant decline in two programs which, taken together, barely constitute a 1% market share, and the CRM category was dented by the fact that Quivr, with a sparkling 9.10 user rating, was excluded because it just missed the 0.5% market share threshold.

The same is true for the cybersecurity category; FCI barely missed the 0.5% cut, and the chance to contribute its 9.10 rating. But most individual programs would happily settle for the 7.80 aggregate rating of all the cybersecurity solutions.

Overall, it is hard to look at this chart and see anything but good news about the fintech world. Advisor respondents to the survey seem, nearly across the board, to be satisfied with, and sometimes enthusiastic about the components of their tech stacks. Hats off to the companies that provide them.

Software All Stars

Before we turn (finally!) to the rankings, let's highlight the solutions that stand out--that finished in the top eight of their category in market penetration, and also achieved an extraordinary (8.0+) average user rating.

- CRM:** Wealthbox (8.11)
Advyzon (8.49)
Concenter Services/XLR8 (9.05)
- Financial Planning:** eMoney (8.22)
RightCapital (8.52)
MoneyGuideElite (8.00)
- Retirement Dist. Planning:** Income Lab (8.22)
Income Conductor (8.00)
- Estate Planning:** Wealth.com (8.24)
EncorEstate Plans (8.47)
- Tax Planning:** Holistiplan (9.01)
FP Alpha (8.35)
Intuit ProConnect (8.11)
Drake Tax Planner (8.18)
- Social Security:** Horsesmouth Savvy SS (8.49)
- Healthcare Planning Tools:** Caribou Wealth (8.07)
- College Planning:** eMoney Module (8.08)
RightCapital Module (8.08)
College Aid Pro (8.43)
- Portfolio Management Tools:** Advyzon (8.73)
Altruist (8.36)
Panoramix (9.42)
- All-In-One Programs:** Advyzon (8.88)
Envestnet Wealth Mgt. (8.23)
- Trading/Rebalancing:** iRebal (free version) (8.10)
Envestnet/Tamarac (8.05)
Advyzon (8.18)
Altruist (8.60)
iRebal (standalone version) (8.71)
SEI (8.41)
- Portfolio Design:** Envestnet Quant P'folios (8.42)
Libretto (8.26)
Nebo Wealth (8.24)
- Investment Data/Analytics:** YCharts (8.37)
Kwanti (8.66)
Bloomberg Terminal (8.78)
- Economic Analysis/Stress Testing:** YCharts (8.36)
DFA Returns (8.36)
Kwanti (8.55)
- SRI/ESG Analysis:** VADIS (8.29)
- Automated Cash Management:** Flourish Cash (8.65)
Altruist Cash (8.36)
- Insurance Analysis/Buying Services:**
Low-Load Insurance Services (8.38)
- Data Warehouse Services**
Google (Powered by Envestnet) (8.26)
- Account Aggregation:** RightCapital (8.01)
- Risk Tolerance Instruments:** StratiFi (8.46)
Tolerisk (8.35)
- Document Management:** Box.com (8.40)
Microsoft SharePoint (8.19)
Advyzon (8.48)
OneDrive (8.16)
Dropbox Business (8.30)
Google Drive (8.40)
- Document Processing:** DocuSign (8.69)
Box.com (8.09)
Citrix ShareFile (8.08)
- Onboarding/Proposal Generation:** Jump (8.64)
Zocks (8.49)
- Client Communication Tools:** Pulse360 (8.16)
Bento Engine (8.03)
- Workflow Tools:** Hubly (8.54)
Quivr (8.69)
- Customized Client Billing/Pmt:** AdvicePay (8.43)
Altruist Fee Billing (9.10)
bill.com (8.37)
Envestnet BillFin (8.42)
- Cybersecurity:** Smarsh Entreda Unify (8.02)
KnowBe4 (8.14)
- Social Media Archiving:** Smarsh (8.15)
XY Archive (8.31)
- Digital Mkting - Lead Capture:** Levitate AI (8.23)
FMG Twenty Over Ten/Marketing Pro
- Digital Mkting - Content:** Clearnomics (8.26)
- Transcription/Text Capture:** Jump (8.61)
- Miscellaneous Tools:** fpPathfinder (8.01)
- Custodial Platforms:** SEI (8.40)
Altruist (8.24)
TradePMR (8.17)

Mighty Mites

Here we recognize solutions that were not market share leaders, but whose user ratings stand out--specifically solutions that achieved an extraordinary (8.0+) average user rating.

CRM

Quivr (9.10)

Financial Planning

Libretto (9.08)

Estate Planning

NetLaw (8.00)

Tax Planning

Planner CS (8.00)

Covisum Tax Clarity (8.38)

Social Security

Nationwide SS Analyzer (8.19)

Social Security Solutions (8.14)

OpenSocialSecurity (8.35)

Portfolio Management

YourStake (8.26)

VADIS (8.50)

Trading/Rebalancing

55ip (8.10)

Panoramix Pro (9.42)

FIX Flyer (8.44)

Pershing Wove (8.00)

Portfolio Design

VADIS (9.17)

O'Shaughnessy Canvas (8.15)

Investment Data/Analytics

Clearnomics (8.81)

Economic Analysis/Stress Testing

Bloomberg Terminal (8.81)

StratiFi (8.57)

FactSet (8.32)

Portfolio Visualizer (8.12)

Zacks Research System (8.07)

SRI/ESG Analysis

VADIS (8.67)

Insurance Analysis/Buying Services:

Investnet Insurance Exchange (8.50)

Online Portfolio Management

TradePMR (8.85)

Geowealth (9.20)

WISE (8.60)

Risk Tolerance Instruments

Andes Wealth (8.63)

OnPointe Risk Analyzer (8.44)

DataPoints Investor Profile (8.57)

Document Management

Box.com (8.36)

Advyzon (8.53)

Egnyte (8.52)

PaperPort (9.29)

FutureVault (8.83)

Document Processing

Dropbox Sign (8.46)

Onboarding/Proposal Generation:

Reminders (8.14)

Zeplyn (8.80)

Client Communication Tools

Bento Engine (8.26)

Customized Client Billing/Pmt: A

Smart Kx (9.75)

Compliance Resources

GreenBoard (8.57)

Cybersecurity

FCI (9.10)

Wizer (8.63)

Social Media Archiving

Proofpoint SocialPatrol (8.09)

Message Watcher (8.21)

Erado (8.15)

RegEd (8.03)

ArchiveIntel (8.50)

Digital Marketing - Lead Capture

FP Alpha Prospect Accelerator (8.47)

Miscellaneous Tools

fpPathfinder (8.09)

Absolute Engagement (8.25)

As You Sow (8.38)

NEXA Insights (8.75)

SEI LifeYield Asset Location (9.67)

Custodial Platforms

Raymond James (8.03)

CRM Programs

CRM	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Redtail	26.32%	45.59%	7.09	7.45
Wealthbox	21.62%	14.67%	8.11	8.17
Advyzon	11.84%	3.12%	8.49	8.36
Salesforce Financial Services Cloud	6.63%	4.49%	7.80	7.70
AdvisorEngine CRM	6.06%	10.70%	6.98	7.38
Envestnet/Tamarac	5.31%	6.17%	6.77	6.99
Salesforce Sales Cloud	4.28%	3.53%	7.15	7.18
Concenter Services XLR8	2.77%	2.88%	9.05	9.17
Practifi	2.40%	1.58%	6.98	6.89
Salentica	1.93%	1.44%	6.71	7.38
Microsoft Cloud for Financial Services	0.94%	0.75%	6.35	6.82
SmartOffice by Ebix	0.80%	1.41%	5.06	6.90
Quivr	0.47%	NA	9.10	NA
ProTracker	0.33%	0.24%	2.43	7.29
Advisors Assistant	0.28%	0.38%	7.17	5.82
Advisor CRM	0.19%	NA	8.75	NA
Maximizer	0.19%	NA	4.75	NA
Shellblack	0.09%	NA	6.00	NA
AppCrown	0.09%	0.03%	7.50	8.00
Skience	0.05%	0.07%	8.00	5.00

	2025	2024	2023	2022
Total Category Market Penetration	86.33%	92.60%	96.46%	96.89%
Category Average Weighting	7.21	7.53	7.62	7.26

Readers are invited to help us understand why the CRM market penetration in the advisor space is short of 100%. It's possible that a small but growing number of advisory firms are switching out their CRM with project management software programs like Trello, Asana or Airtable as their data hub and task management system.

As in past surveys, Redtail (now part of Orion) is the leading program in the category, and its reduced market share number may be due to the fact that we collected fewer responses from dually-registered advisors this year than last. (Redtail dominates that market.)

Wealthbox has solidified its position in second place in the category and continues to earn high user ratings, while Advyzon made a significant investment in its CRM capabilities, particularly in workflow automation--and the rating reflects user enthusiasm.

If we were to add up market share of the two Salesforce programs and include value-added resellers Concenter Services and Salentica, it would fall solidly in third place, challenging Wealthbox for second. However, the Salesforce direct programs have been experiencing a slow leak in market share.

Every year, we look down the list to see which solutions have gathered the highest user ratings--looking for robust solutions that have been flying under the radar. The eye-opening ratings in this category are XLR8--one of the very few programs with consistent membership in the 9.00+ club--and Quivr, which enters the survey at 9.10. XLR8, a customized overlay on Salesforce, has consistently earned ratings higher than the Salesforce direct products it overlays.

But... Redtail and Wealthbox ratings reflect user satisfaction. A significant market share shift is unlikely.

Programs Respondents Are Considering	
Wealthbox	147
Salesforce Financial Services Cloud	114
Advyzon	101
Redtail	84
Envestnet/Tamarac	42
Salesforce Sales Cloud	31
Microsoft Cloud for Financial Services	23
AdvisorEngine CRM	21
Practifi	19
Quivr	19
Salentica	16
Concenter Services XLR8	11
Advisor CRM	11
SmartOffice by Ebix	8
ShellBlack	2
Maximizer	2
Advisors Assistant	1
Skience	1
AppCrown	1

In each category, we ask survey respondents which programs that they're thinking of moving to or adopting, which provides another clue to which direction the market share winds are blowing. This year (see yellow box, right) Wealthbox is attracting the most attention from advisory firms looking to switch, followed by Salesforce Financial Services Cloud and Advyzon. If Redtail is losing its dominance, why are so many advisors looking at switching to it?

Taking a deeper dive to see what users of each program are thinking about switching to (see below), we find that nearly 14% of Redtail users are thinking about switching to Wealthbox, while just 4% of Wealthbox users are considering a Redtail conversion.

Who's considering Another CRM?	Redtail	Wealthbox	Adv. Engine	Tamarac	Salesforce F. Svcs. Cloud	Salesforce Sales Cloud	Advyzon
% of Redtail Users considering...	X	14.11%	0.89%	1.96%	5.89%	1.96%	5.18%
% of Wealthbox Users	3.48%	X	0.00%	0.00%	3.26%	0.22%	6.96%
% of AdvisorEngine CRM Users	13.18%	11.63%	X	7.75%	16.28%	3.88%	10.85%
% of Envestnet/Tamarac Users	6.19%	8.85%	0.88%	X	11.50%	1.77%	5.31%
% of Salesforce Fin'l Svcs Cloud Users	2.84%	5.67%	0.71%	1.42%	X	2.84%	1.42%
% of Salesforce Sales Cloud Users	5.49%	4.40%	2.20%	2.20%	6.59%	X	2.20%
% of Advyzon Users	1.59%	4.37%	1.59%	1.59%	0.79%	0.79%	X

The biggest threats to Redtail are Salesforce Financial Services Cloud and Advyzon. Advyzon seems least likely to leak market share to its competition, and Wealthbox seems most likely to poach.

In this and each subsequent category, participants were asked to list the programs they're using that were not included in our survey. Responses are listed in a blue box like the one to the right, which tells us that there is a wide array of programs in the general CRM category with niche market share.

Other Programs Mentioned
Hubspot
Advisor360
Zoho
Less Annoying CRM
Microsoft Dynamics
Act
Airtable
AllClients
DayLite (by MarketCircle)
Monday

Market Share by demographic characteristics	Salesforce			Advisor Engine		
	Redtail	Wealthbox	Tamarac	F.S. Cloud	CRM	Advyzon
1-5 years	22.92%	25.69%	1.98%	4.74%	6.32%	9.49%
6-10 years	24.19%	31.61%	4.84%	4.84%	3.23%	9.68%
11-20 years	25.29%	23.95%	5.56%	6.90%	5.36%	13.41%
20+ years	28.28%	16.49%	5.75%	7.48%	7.19%	12.27%

Fee-only	20.55%	21.16%	5.95%	6.29%	7.03%	15.48%
Dually-registered	40.41%	23.26%	3.57%	6.45%	3.57%	3.74%
Brokerage/Wirehouse	30.00%	16.67%	6.67%	8.33%	6.67%	1.67%

Below \$500,000	21.33%	35.03%	0.98%	0.78%	0.78%	13.11%
\$500,000 - \$1 million	34.16%	23.14%	3.03%	4.41%	3.58%	14.33%
\$1-1.5 million	33.74%	17.28%	3.70%	5.76%	7.00%	16.87%
\$1.5-3 million	31.96%	18.35%	5.38%	5.38%	6.65%	16.46%
\$3-4 million	30.23%	16.28%	5.43%	7.75%	13.18%	11.63%
\$4-5 million	26.47%	12.75%	7.84%	8.82%	12.75%	7.84%
\$5-8 million	24.09%	10.95%	10.22%	9.49%	13.87%	6.57%
Over \$8 million	13.76%	7.65%	12.84%	17.74%	7.65%	2.45%

Every year, we parse out the data to determine which programs enjoy the highest market share and satisfaction ratings among users with different characteristics.

The chart above breaks down market share by advisor experience, business model and by size of the firm. Redtail's market share is consistent across every level of experience and all firm sizes except the very largest, which tend to prefer the more industrial solutions provided by Salesforce and Envestnet Tamarac.

Wealthbox is more popular with less experienced advisors and smaller firms, with only single-digit market share among the largest firms in the survey.

Redtail, Wealthbox and Advyzon are closely-competitive among fee-only advisors, while Redtail dominates the dually-registered cohort. The Salesforce programs are, as might be expected, strongest among larger firms, as is AdvisorEngine and Tamarac. Advyzon's market share is currently strongest among firms below \$4 million in revenues.

Average User Rating by demographic characteristics	Salesforce			Advisor Engine		
	Redtail	Wealthbox	Tamarac	F.S. Cloud	CRM	Advyzon
1-5 years	6.95	8.15	3.20	8.25	7.75	8.33
6-10 years	6.87	7.81	7.33	8.00	6.40	8.13
11-20 years	6.94	8.13	7.76	7.64	7.50	8.63
20+ years	7.24	8.26	6.90	7.77	6.69	8.53

Fee-only	6.71	7.87	6.56	8.41	6.95	8.57
Dually-registered	7.60	8.62	7.86	7.47	7.14	7.70
Brokerage/Wirehouse	6.67	8.00	5.75	6.80	6.75	8.00

Below \$500,000	6.99	8.59	6.60	7.00	8.50	8.66
\$500,000 - \$1 million	7.48	8.11	7.18	7.81	7.31	8.13
\$1-1.5 million	7.30	8.26	7.00	7.21	6.35	9.32
\$1.5-3 million	6.96	8.00	7.82	8.35	6.05	8.23
\$3-4 million	6.87	8.71	6.43	7.80	7.24	8.60
\$4-5 million	6.59	7.92	6.00	7.11	6.69	7.88
\$5-8 million	7.15	8.27	5.57	7.92	7.68	8.67
Over \$8 million	6.60	8.08	6.81	7.91	7.20	7.13

The chart above offers another way to look at the data: which kinds of advisors and firms are most satisfied with the various solutions? Here, we see the average user ratings across the same cross-sections of demographic categories. The differences are somewhat minimal for market share leaders Redtail and Wealthbox across the experience, business model and size spectrum, and the same is generally true for Salesforce Financial Services Cloud and Advyzon--although, once again, we see a bit of a disparity in Advyzon's ratings as firms get larger.

Tamarac and Advyzon enjoy higher ratings among more experienced advisors than newer ones--and lest

the reader's eye dwell on the shockingly low rating Tamarac received from advisors with 1-5 years of experience, the rating data was collected from a single-digit cohort who apparently find the program too much for them to handle.

Readers of this survey can turn to the numbers that correspond to their own experience, business model and firm size, to see which of the leading solutions are most popular, and most appreciated--remembering, of course, that there are a lot of other solutions, some with high ratings, that haven't (yet) joined the market leaders.

Financial Planning Software

Financial Planning Software	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
eMoney	28.20%	29.55%	8.22	8.21
MoneyGuidePro	22.79%	33.36%	7.67	7.88
RightCapital	20.68%	14.64%	8.52	8.46
MoneyGuideElite	8.60%	NA	8.00	NA
Orion Financial Planning	4.98%	4.39%	6.40	6.82
Asset-Map	4.65%	4.32%	7.95	7.70
FP Alpha	3.76%	2.88%	7.81	8.44
eMoney Plus	3.34%	5.79%	8.04	8.07
MoneyTree	1.41%	2.71%	7.07	7.68
Libretto	1.22%	0.21%	9.08	7.83
Naviplan by InvestCloud	1.17%	1.65%	5.80	6.90
MoneyGuideOne	1.08%	1.61%	6.78	7.57
Elements	1.03%	0.86%	6.23	6.32
InStream	0.42%	0.17%	6.11	3.60
Covisum	0.33%	0.99%	7.00	8.48
MaxiFi ESPlanner	0.33%	0.21%	7.14	6.00
Cheshire Wealth Manager	0.23%	0.17%	6.80	7.20
Advice systems, Inc	0.23%	0.07%	5.40	6.00
Conquest Planning	0.23%	NA	8.00	NA
Voyant	0.14%	0.14%	7.67	5.25
PlantechHub	0.09%	0.14%	3.50	7.25
ExecPlan	0.09%	NA	9.00	NA

	2025	2024	2023	2022
Total Category Market Penetration	83.79%	85.50%	83.68%	82.18%
Category Average Weighting	7.51	7.38	7.50	7.4

The chart above shows a changing of the guard at the top, with eMoney now surpassing MoneyGuidePro as the market share leader among financial planning solutions. (Is this an artifact of our changing survey demographics?) But both should be looking over their shoulders; RightCapital has steadily climbed up the rankings, and is now a close third in a clear Big Three. All three programs earned excellent user ratings; both eMoney and RightCapital have been in the 8.00+ club for two years in a row.

The FP Alpha team is probably disappointed that their rating--an excellent 7.81--isn't in the same club, but the firm is steadily earning higher market share, as is Assetmap.

Libretto, which offers a very different concept of organizing a financial plan, received the highest user rating in the category, a rare 9.00+ rating that you don't often see in this category, and its market share has increased five-fold over the last year. Asset-Map saw growth in ratings and market share, while Naviplan, once a near-dominant market leader, has experienced a slip in market share and user ratings.

But perhaps the most interesting aspect of this chart is how many planning solutions have entered the fintech market, most of them with at least decent user ratings. The new Conquest Planning (AI-driven) program, Libretto and FP Alpha might someday challenge the market leaders.

Programs Respondents Are Considering	
RightCapital	186
MoneyGuidePro/Elite/Wealth Studios	101
eMoney Pro (traditional eMoney)	74
Orion Financial Planning	45
eMoney Plus (Foundational Planning)	43
Asset-Map	43
FP Alpha	28
Libretto	16
Elements	15
Conquest Planning	13
NaviPlan by InvestCloud	9
MoneyTree	7
Voyant	5
Covisum	4
PlanTechHub	3
MaxiFi ESPlanner	2
Wealthtrace	2

In the yellow box listing of programs that our survey respondents are considering switching to (left), we see that RightCapital is drawing more attention than the two programs ahead of it in market share. Leadership in the yellow box, we believe, suggests an upward movement in market share in the next survey.

Financial planning is one of those categories where you can't add up the market share numbers to get the total category penetration, because many advisors use two or more solutions. This is especially true of the market leaders; 11.39% of MoneyGuidePro users are also using one of the eMoney programs, and 5.93% are using RightCapital. 11.25% of eMoney users also use MoneyGuidePro, and 4.78% are using RightCapital. 16.59% of RightCapital users also use MoneyGuidePro; 7.07% are using eMoney. And a remarkable 87.5% of FP Alpha users also use one of the other major planning platforms.

Other Programs Mentioned
Retirement Analyzer
Advisys
GDX 360
OnPointe
Blackrock AdvisorHub
Snap Projections
Circle of Wealth
RetireUp

The blue box (left), containing the write-in ballots (programs that the survey respondents are using that were not included in the survey instrument) is always interesting, and sometimes results in new programs being added to the survey. Here, one finds a variety of other options. Not all of these, obviously, are dedicated financial planning programs, and the reader will run into that issue with many of the blue boxes to follow.

Financial Planning Market Share by demographic characteristics						
	MoneyGuidePro (All Versions)	eMoney (All Versions)	Right Capital	Asset-Map	Orion Planning	FP Alpha
1-5 years	16.60%	26.88%	24.90%	5.93%	5.14%	3.95%
6-10 years	25.16%	26.77%	30.97%	5.16%	4.52%	6.45%
11-20 years	33.52%	28.74%	21.07%	4.02%	5.36%	3.07%
20+ years	33.17%	33.37%	16.40%	4.51%	4.89%	3.26%
Fee-only	29.28%	29.14%	22.24%	4.12%	5.07%	3.99%
Dually-registered	28.18%	33.28%	18.00%	5.77%	4.92%	3.23%
Brokerage/Warehouse	26.67%	36.67%	8.33%	6.67%	3.33%	3.33%
Below \$500,000	22.70%	19.77%	32.68%	7.05%	3.33%	1.57%
\$500,000 - \$1 million	29.75%	24.79%	25.34%	5.51%	6.06%	3.31%
\$1-1.5 million	18.52%	15.23%	19.75%	3.70%	2.47%	3.70%
\$1.5-3 million	35.13%	32.91%	15.19%	4.11%	6.01%	3.48%
\$3-4 million	29.46%	37.21%	20.16%	1.55%	4.65%	3.88%
\$4-5 million	33.33%	28.43%	12.75%	1.96%	5.88%	3.92%
\$5-8 million	32.12%	35.77%	11.68%	2.92%	5.84%	4.38%
Over \$8 million	37.00%	45.57%	9.17%	2.45%	5.20%	7.65%

In the chart above, we can see that MoneyGuidePro becomes more popular as advisors get older, while eMoney, Asset-Map, Orion Planning and FP Alpha hold their own at all levels. eMoney becomes noticeably more popular as advisory firms grow larger, while Right Capital exhibits the opposite tendency. Asset-Map is also more popular with smaller firms than larger ones.

FP Alpha may be illustrating a trend where the largest firms are searching for additional areas of planning services to add value; it's basically an extension of the traditional planning program, providing expertise and analysis in areas where the competition is either cursory or absent. FP Alpha's highest market share is among the largest firms.

If you look at the table sideways, you see that MoneyGuidePro and eMoney dominate market share among the largest firms, while Assetmap is most competitive among the smallest ones.

The only noticeable difference in market share across different business models is RightCapital's single-digit market share among brokerage firm-affiliated advisors. Orion Planning owns a steady market share among every demographic, which is not surprising since it's a component of a popular platform.

Retirement Distribution Planning Tools

Retirement Dist. Planning Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Income Lab	9.21%	4.15%	8.22	8.24
FP Alpha	5.31%	4.11%	7.65	7.81
Income Solver	2.35%	3.05%	6.54	7.11
Income Conductor	1.27%	1.47%	8.00	7.95
Bucket Bliss	0.61%	0.41%	5.85	7.08
InvestCloud RetireUp	0.52%	0.82%	5.91	7.67
JourneyGuide	0.38%	0.48%	5.38	6.50
Covisum Income InSight	0.33%	0.45%	7.29	7.54
MaxFi Planner	0.28%	0.14%	7.83	6.75
Big Picture App	0.23%	0.24%	7.20	8.71
Timeline	0.14%	0.24%	6.00	5.57
Fiduciary Genius	0.14%	NA	6.33	NA

	2025	2024	2023	2022
Total Category Market Penetration	18.70%	15.19%	12.78%	10.72%
Category Average Weighting	7.03	7.61	7.27	7.25

Relative newcomers Income Lab and FP Alpha have energized what was once a sleepy fintech category, and together they account for nearly all of its growth in aggregate market penetration. The two also lead the user ratings, and Income Lab has consistently been included in the 8.00+ market share club. FP Alpha doesn't directly model retirement distribution, it is included here due to a robust Roth conversion modeling tool.

In the yellow box listing of programs the respondents are considering, Income Lab has three times the count of its next closest competitor, so its future looks bright. FP Alpha and Income Solver have the attention of the marketplace.

Programs Respondents Are Considering	
Income Lab	148
FP Alpha	56
Income Solver	33
Income Conductor	23
MaxFi Planner	15
Covisum Income Insight	10
Bucket Bliss	9
Timeline	7
Fiduciary Genius	7
JourneyGuide	6
InvestCloud RetireUp	4
Big Picture App	2

In the blue box of "other" programs written in by survey participants, the leading vote-getter (albeit with a small sample) was Brentmark, which is primarily an estate planning solution. But the blue box results are a page-by-page reminder that there are a LOT of solutions in each category that tend to fly under the radar.

Other Programs Mentioned
Brentmark
OnPointe
Bento Engine
Clientworks
Circle of Wealth
Retirement Analyzer

Estate Planning Tools

Estate Planning Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
eMoney Module	13.44%	17.21%	7.80	7.73
RightCapital Module	10.06%	7.82%	7.63	7.62
Wealth.com	7.61%	NA	8.24	NA
FP Alpha	5.83%	4.70%	7.87	7.76
MoneyGuide/Wealth Studios	5.36%	8.67%	7.48	7.71
Vanilla	3.29%	1.54%	7.23	6.67
EncorEstate Plans	3.01%	1.65%	8.47	8.27
Estate Guru	1.64%	1.37%	7.51	7.65
EverPlans	0.89%	1.10%	7.79	7.91
Estatefy	0.42%	NA	7.56	NA
NetLaw	0.33%	0.27%	8.00	7.38
WealthCounsel Estate Planner	0.23%	0.27%	6.20	7.00
COREnology	0.09%	NA	7.50	NA
Wishlife	0.09%	NA	4.00	NA
Legacy Foundry	0.05%	0.17%	3.00	7.60
Yourefolio	0.05%	0.14%	7.00	8.25
Executor Assist	0.05%	0.07%	10.00	5.50
Leaf Planner	0.05%	NA	10.00	NA

	2025	2024	2023	2022
Total Category Market Penetration	43.28%	39.32%	15.84%	10.95%
Category Average Weighting	7.78	7.80	7.39	6.83

The market share leaders in estate planning are modules of broader planning solutions, with Wealth.com (notice the 8.24 user rating) and FP Alpha (none-too-shabby 7.87) providing more focused competition. Vanilla recorded a near doubling of market share and EncorEstate Plans' similar doubling of market share and 8.47 user rating catches the eye. This could become a more competitive environment before long.

EncorEstate and Estate Plan Navigator could be considered outliers or supplements; they offer a convenient way for clients to obtain the basic documents--and EncorEstate posted an 8.27 user rating.

In the yellow box, Holistiplan's announcement that it will be offering an estate planning module similar to its tax planning solution has clearly caught the attention of the marketplace--as have Vanilla and Wealth.com's high user ratings.

Programs Respondents Are Considering	
Holistiplan (Estate)	229
Vanilla	107
Wealth.com	100
FP Alpha	56
MoneyGuide with Wealth Studios	53
RightCapital Module	53
eMoney Module	42
EncorEstate Plans	22
Estatefy	22
Estate Guru	11
EverPlans	9
WealthCounsel Estate Planner	4

Other Programs Mentioned
Trust & Will Luminary

Tax Planning Software

Tax Planning Software	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Holistiplan	40.55%	31.98%	9.01	9.14
FP Alpha	5.31%	3.94%	8.35	8.57
Intuit ProConnect/ProSeries	2.49%	2.61%	8.11	8.03
BNA Income Tax Planner	1.97%	2.09%	7.55	7.08
Drake Tax Planner	1.60%	1.58%	8.18	8.24
CCH ProSystem	1.60%	0.93%	7.53	8.04
Tax Status	1.46%	NA	7.48	NA
Lacerte Tax Planner	1.22%	1.51%	7.04	7.75
CFS Tax Tools	0.99%	1.34%	7.48	7.15
Planner CS	0.70%	0.72%	8.00	8.33
Tax Planner Pro	0.61%	0.62%	7.77	7.33
Covisum Tax Clarity	0.38%	1.17%	8.38	7.82
Corvee Tax Planner	0.33%	0.24%	6.43	5.86
LifeYield Portfolio Advantage	0.14%	0.48%	6.67	7.07

	2025	2024	2023	2022
Total Category Market Penetration	51.83%	43.23%	41.10%	29.77%
Category Average Rating:	7.96	8.02	7.64	7.64

Holistiplan jumped into this category and owned it from day one, with a simplified data entry solution (OCR scans of client tax forms) and an easy-to-use interface that incorporates machine learning to help advisors make recommendations. It's one of the few programs ever in our survey to belong to the 9.00+ user rating club three years in a row.

FP Alpha (8.35 user rating), is now marketing its tax planning module independently, taking full advantage of Holistiplan's recent (somewhat controversial) price increase.

Holistiplan and FP Alpha are once again the runaway leaders in the yellow box list of programs that respondents are considering, which is something we'll see throughout the survey: the market share leaders often get the most attention from the community at large.

Turning to the blue box of 'other' programs, we find mention of UltraTax, which appears to be primarily a business solution for in-house tax professionals and preparers. TaxAct Pro is primarily a tool for CPA tax preparers. (We should probably include RightCapital's tax module in next year's survey.)

Programs Respondents Are Considering	
Holistiplan	145
FP Alpha	73
Tax Status	26
BNA Income Tax Planner	15
Drake Tax Planner	14
Intuit ProConnect/ProSeries	14
Covisum Tax Clarity	10
Tax Planner Pro	10
Corvee Tax Planner	10
Planner CS	9
CCH ProSystem	7
CFS Tax Tools	7
LifeYield Portfolio Advantage	6
Lacerte Tax Planner	6

Other Programs Mentioned
RightCapital Tax Module
ProConnect
TaxAct Pro
UltraTax

Social Security Analysis Tools

Social Security Analysis Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
MoneyGuidePro SS Module	15.93%	18.20%	7.88	7.98
RightCapital SS Module	13.02%	9.29%	7.96	8.02
eMoney SS Module	12.59%	12.34%	7.70	7.74
SSAnalyzer	8.32%	9.43%	7.97	8.05
Horsemouth Savvy Social Security	4.56%	5.11%	8.49	8.05
MaximizeMySocialSecurity	3.57%	3.05%	7.70	7.67
Blackrock SS Analyzer	3.15%	3.19%	7.84	7.77
Nationwide SS Analyzer	1.74%	1.78%	8.19	7.90
Covisum Social Security Timing	0.99%	1.71%	7.81	8.12
OpenSocialSecurity	0.80%	0.89%	8.35	7.96
SEI LifeYield Social Security+	0.47%	0.62%	7.30	8.00
Social Security Solutions	0.33%	0.93%	8.14	8.30

	2025	2024	2023	2022
Total Category Market Penetration	55.31%	55.50%	54.46%	48.14%
Category Average Rating:	7.99	7.96	7.82	7.94

The three highest-ranked Social Security analysis solutions are all modules of more general planning programs. The MoneyGuidePro module (ranked first with a 15.93% market share), Right Capital’s module (ranked second with a 13.02% market share) and eMoney’s module (third, with 12.59% market share) may not be deeply focused solutions, but they are convenient and well-integrated.

Horsemouth Savvy Social Security’s 8.49 rating makes it an attractive alternative for advisors looking for a more specialized tool, but there is no shortage of programs with 7.70 ratings and above.

The yellow box rankings suggest that SSAnalyzer, the Horsemouth program and MaximizeMySocialSecurity are all gaining attention as well.

Advisors are also using (blue box) Income Lab’s tools to provide integrated Social Security planning advice in the context of retirement income. Geowealth is a TAMP that includes a tool that allows advisors to model their retirement portfolio as a completion fund to Social Security income.

Programs Respondents Are Considering	
RightCapital SS Module	52
SSAnalyzer	45
eMoney SS Module	38
MoneyGuidePro SS Module	33
Horsemouth Savvy Social Security	28
MaximizeMySocialSecurity	27
BlackRock SS Analyzer	18
Social Security Solutions	11
Nationwide SS Analyzer	11
Covisum Social Security Timing	8
Open Social Security	7
SEI LifeYield Social Security+	5

Other Programs Mentioned
Income Lab SS Module
RISSA Roadmap
GeoWealth Pro SS Analyzer

Healthcare Planning Tools

Healthcare Planning Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Caribou Wealth	2.11%	1.71%	8.07	8.54
i65 Medicare Planning	1.83%	1.85%	7.51	7.20
Healthpilot	1.41%	2.02%	6.70	6.64
Chapter	0.66%	0.55%	7.36	7.81
Avante Health Solutions	0.09%	0.10%	5.50	5.67

	2025	2024
Total Category Market Penetration	5.92%	5.79%
Category Average Rating:	7.41	7.55

Healthcare planning is a frontier area of advice, but the potential impact of healthcare expenses on future retirement sufficiency, and the potential savings of more astute health insurance shopping for yet-yet-Medicare-eligible clients, makes this an obvious growth opportunity for advisors and the fintech providers.

Caribou, a member of the 8.00+ user rating club for the second year in a row, helps advisors navigate their clients' myriad health insurance options, with a database that compares coverage and cost across states down to the county level.

i65 Medicare Planning's name is increasingly misleading; it started out as an instrument to help advisors help clients navigate their Medicare options, but the expanded feature set now calculates, for planning purposes, advisor clients' future medical expenses--a significant omission in many retirement planning projections.

Both Caribou and i65 help advisors give advice on prescription drug coverage--which can lead to significant cost savings for certain clients. Healthpilot is a service that helps consumers navigate their Medicare Advantage options.

Programs Respondents Are Considering	
Caribou Wealth	39
Healthpilot	37
i65 Medicare Planning	28
Avante Health Solutions	7
Chapter	6

The yellow box of programs that our survey respondents are considering switching to (above) shows roughly equal levels of interest among market share leaders. This category will grow if advisors become more comfortable expanding their advice model to offer healthcare planning guidance.

In blue box of 'other' programs (below), the name to watch is Waterlily, which leverages an enormous data feed from consumers and care providers in every local area to model the potential long-term care costs for clients, based on their stated care preferences and location. The program was launched after this survey was opened; it will be interesting to see its user ranking next year.

Other Programs Mentioned
MoveHealth
Income Conductor
Ash Brokerage
Waterlily

College Planning Tools

College Planning Programs	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
MoneyGuidePro Module	17.29%	20.77%	7.93	7.91
eMoney Module	16.73%	18.03%	8.08	7.99
RightCapital Module	12.41%	9.36%	8.08	7.72
College Aid Pro	2.16%	2.06%	8.04	8.43
Collegiate Funding Solutions	0.66%	0.65%	6.93	7.05
PayForED	0.61%	0.55%	7.46	6.88
Student Loan Planner	0.28%	0.48%	4.50	7.29
VIN Foundation Student Loan Calc.	0.19%	0.45%	8.00	8.31
Certified Student Loan Advisor Tech	0.09%	0.24%	7.00	6.71

	2025	2024	2023	2022
Total Category Market Penetration	47.27%	48.27%	46.69%	43.52%
Category Average Rating:	7.75	7.66	7.58	7.70

The theme continues; the three market share leaders in this category are all modules of broader planning solutions: MoneyGuidePro (17.29%), eMoney (16.73%) and RightCapital (12.41%). All three received excellent user ratings, as did College Aid Pro (8.04), which so far is the only specialized solution providing hard competition for market share.

A newly-revamped PayForEd program may join the list of competitors by this time next year; its user rating was comparable to the market leaders and the program enjoyed a modest boost in market share.

The yellow box of programs that our survey respondents are considering switching to (above right) lists College Aid Pro as a potentially robust competitor for advisors looking to add college planning to their menu of services.

Programs Respondents Are Considering	
RightCapital Module	51
eMoney Module	40
MoneyGuidePro Module	29
College Aid Pro	28
Student Loan Planner	9
CSLA	9
Collegiate Funding Solutions	7
PayForED	5
VIN Foundation Calculator	2

The blue box of ‘other’ programs that survey respondents use for college planning (below) was led by Advisys, which is a planning program that emphasizes insurance options.

Other Programs Mentioned
Advisys SavingForCollege.com AssetMap College Choice

Planned Giving Resources

Planned Giving Resources	Market Share	Average Rating
Foundation Source	1.74%	7.54
CharityVest	0.70%	7.53
Brentmark Charitable Fin'l Planner	0.66%	6.57
PhilanthPro	0.28%	6.83

2025

Total Category Market Penetration	3.29%
Category Average Rating:	7.22

Planned giving represents one of the most complex topics in the broad spectrum of advisor advice, and is certainly a major consideration for the wealthier cohort of clients. So it's surprising that this is the first time the specific planned giving tools were included in the survey, and that their aggregate market share is so low.

Foundation Source has been a resource for advisory firms for decades; with advice and software that tames some of the complexity of planned giving advice. It is interesting to see that fewer than 2% of the survey respondents reported using it. But note that the two market share leaders enjoy excellent user ratings.

CharityVest is a donor-advised fund with a number of (primarily tax) planning tools attached, while PhilanthPro is a robust charitable calculator and planned giving toolkit.

The list of programs that advisors are considering suggests that there is no shortage of competitors in this category. The 3.29% market penetration figure would undoubtedly be higher if we had included more options in the survey.

Programs Respondents Are Considering	
CharityVest	21
PhilanthPro	18
Foundation Source	13
Brentmark Charitable Fin'l Planner	11

Other Programs Mentioned
Crescendo
EstateView
Fidelity Charitable
NumberCruncher
Schwab Charitable
Renaissance

Portfolio Management/Reporting Tools

Portfolio Management Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Orion Advisor Services	16.54%	16.94%	7.72	7.64
Envestnet/Tamarac	11.61%	12.31%	7.82	7.92
Advyzon	11.00%	3.77%	8.73	8.71
Pershing Albridge Wealth Reporting	7.42%	13.10%	6.97	7.50
SS&C Black Diamond	6.58%	7.51%	7.94	7.90
Morningstar Office Port. Management	6.48%	9.87%	7.04	7.53
Altruist	4.93%	2.13%	8.36	8.29
Schwab PortfolioConnect	4.56%	4.32%	7.23	7.30
Panoramix or Panoramix Pro	2.35%	1.20%	9.42	9.51
Tamarac PortfolioCenter	2.26%	2.47%	7.02	7.22
SEI	2.11%	3.22%	7.71	8.45
Addepar	1.97%	1.03%	7.74	7.33
Capitect	1.32%	1.20%	6.75	7.31
YourStake	0.89%	0.82%	8.26	8.38
55ip	0.66%	0.65%	7.93	8.16
Blaze Portfolio	0.66%	0.41%	8.00	7.50
Broadridge/Investigo	0.56%	0.99%	7.25	7.00
AssetBook	0.47%	0.62%	5.10	6.61
Pershng Wove Advisory	0.47%	NA	5.60	NA
Advent/Axys	0.42%	0.65%	5.44	6.47
VADIS	0.38%	0.31%	8.50	8.67
Vise	0.23%	0.21%	7.20	6.67
Intelliflo Portfolio Pathway	0.19%	0.10%	5.75	5.67
Captools	0.14%	0.10%	6.00	8.33
InvestCloud	0.14%	NA	6.67	NA
Finfo	0.14%	NA	7.33	NA
Vestmark	0.09%	0.21%	9.00	7.67
Summit Wealth	0.09%	NA	9.00	NA

	2025	2024	2023	2022
Total Category Market Penetration	67.48%	66.78%	64.97%	63.87%
Category Average Rating:	7.82	7.74	7.58	7.91

This is by far the most competitive category in our survey, currently evidenced by the marketing free-for-all that was triggered when Morningstar decided to close its portfolio management doors and open up its 6th place market share to the field. Its favored recipient is 5th place Black Diamond, but Orion, Advyzon and others now have a prominent message on their home pages inviting advisors who will be making a switch anyway to consider moving in their direction.

Orion is the market share leader for the second year in a row, followed by Envestnet's Tamarac solution; both can now be considered venerable competitors, and both have earned excellent user ratings. Advyzon has evolved from a relatively small provider to third place in the rankings, more than doubling its market share over the past year.

Advyzon (8.73 this year) and Panoramix (9.42) have a tradition of earning the highest user satisfaction

scores in this category, but notice relative newcomers YourStake (8.26) and Altruist (8.36). YourStake started life as the most comprehensive SRI/ESG portfolio construction tool, but has broadened to become a portfolio management/portfolio design solution. Altruist is the multicustodial portfolio management solution that also functions as the firm’s custodial tech platform.

SEI is another custodial platform that doubles as a portfolio management system, and has earned high ratings from its users.

The market share declines for Tamarac and Albridge might be an artifact of the shift in respondent demographics this year from last; we received proportionately fewer responses from broker-dealer affiliated advisors this year--a segment of the market where these two programs are strong enough to be considered dominant.

The yellow box of programs that advisors are considering (left) has a familiar ‘the rich get richer’ look to it, but Advyzon seems especially poised to continue its challenge of the market share leaders. Addepar experienced a near-doubling of market share in the past year, and is on the profession’s ‘considering’ radar as well..

The blue box of ‘other’ solutions (below) in this category includes some familiar names that appear in other categories. Blueleaf is an all-in-one platform with portfolio management capabilities, while Fusion and Wealthscape are custodial platforms with all-in-one feature sets.

Programs Respondents Are Considering	
Advyzon	97
Orion Advisor Services	83
SS&C Black Diamond	45
Addepar	44
Envestnet/Tamarac	42
Altruist	37
Morningstar Office Port. Mgt.	28
Schwab Portfolio Connect	23
Tamarac PortfolioCenter	12
Pershing/Albridge Wealth Reporting	11
Blaze Portfolio	7
Pershing Wove Advisory	7
SEI	6
Summit Wealth	6
Capitect	5
Panoramix or Panoramix Pro	4
55ip	4
Capttools	3
YourStake	3
AssetBook	3
Advent/Axys	2
VADIS	2

Other Programs Mentioned
GeoWealth
Circleblack
Kwanti
BridgeFT
Betterment Advisor Solutions
BlueLeaf
Fidelity Wealthscape
Adhesion Wealth Solutions
SmartStation
TradePMR Fusion

Portfolio Management Market Share by demographic characteristics							
	Orion	Albridge	Tamarac	Black Diamond	Advyzon	SEI	Altruist
1-5 years	11.46%	3.16%	4.35%	6.72%	7.51%	0.79%	5.93%
6-10 years	18.71%	4.19%	7.42%	7.42%	8.06%	2.26%	6.13%
11-20 years	14.94%	7.85%	12.07%	5.36%	13.60%	2.30%	6.70%
20+ years	17.93%	9.20%	14.38%	6.90%	11.41%	2.30%	3.45%
Fee-only	18.32%	1.56%	12.64%	6.90%	14.33%	1.49%	6.96%
Dually-registered	13.07%	21.39%	9.51%	6.28%	3.74%	3.40%	0.34%
Brokerage/Wirehouse	6.67%	15.00%	6.67%	1.67%	0.00%	5.00%	0.00%
Below \$500,000	7.05%	8.81%	2.94%	3.72%	12.13%	2.94%	10.76%
\$500,000 - \$1 million	15.15%	10.47%	5.79%	7.44%	12.67%	2.75%	8.26%
\$1-1.5 million	16.46%	5.76%	4.94%	4.12%	16.46%	1.23%	3.70%
\$1.5-3 million	17.09%	6.96%	12.34%	8.54%	13.61%	2.53%	2.22%
\$3-4 million	24.81%	3.10%	12.40%	9.30%	13.95%	0.78%	0.78%
\$4-5 million	16.67%	5.88%	14.71%	12.75%	11.76%	0.98%	1.96%
\$5-8 million	28.47%	3.65%	19.71%	8.76%	3.65%	0.73%	NA
Over \$8 million	24.16%	6.12%	28.75%	6.12%	0.92%	1.83%	NA

The chart above offers a window into which types of advisor or advisory firm are most attracted to which portfolio management solutions.

As in past surveys, Albridge's market share is strongest among dually-registered and wirehouse advisors, with very little penetration into the fee-only marketplace. Orion, Tamarac, Advyzon and Altruist gain the bulk of their users from the fee-only community.

Tamarac is most competitive with advisors who have greater industry experience, and the same is true for Advyzon and, to some extent Orion.

We start to see the advantages of a broader feature set in the fact that Orion, Tamarac and Black Diamond are all more popular with larger firms with (presumably) more complex needs. Altruist is most popular with smaller firms, and Advyzon enjoys double-digit market share up until firms reach \$5 million in annual revenues.

Portfolio Management User Ratings by demographic characteristics							
	Black						
	Orion	Albridge	Tamarac	Diamond	Advyzon	SEI	Altruist
1-5 years	7.97	6.88	8.27	7.64	8.53	8.00	8.60
6-10 years	7.57	5.38	8.35	8.13	8.52	9.43	7.89
11-20 years	7.87	7.29	7.70	7.71	8.76	7.58	8.26
20+ years	7.67	7.06	7.76	8.04	8.78	7.25	8.61

Fee-only	7.78	7.00	7.91	7.97	8.77	7.23	8.33
Dually-registered	7.55	6.86	7.63	7.84	8.36	8.35	10.00
Brokerage/Wirehouse	7.25	8.56	6.25	9.00	NA	7.00	NA

Below \$500,000	7.22	7.16	6.93	7.47	8.95	7.67	8.65
\$500,000 - \$1 million	7.51	7.18	8.15	8.41	8.59	8.60	8.03
\$1-1.5 million	7.83	8.79	7.57	7.80	9.23	9.67	8.89
\$1.5-3 million	7.85	6.68	7.85	7.85	8.46	7.88	7.86
\$3-4 million	7.84	8.25	8.25	8.08	8.44	NA	7.00
\$4-5 million	6.53	7.50	8.53	7.92	8.42	NA	7.00
\$5-8 million	7.79	7.20	7.81	8.33	8.20	NA	NA
Over \$8 million	7.68	6.15	7.76	7.65	8.00	NA	NA

While the chart on the previous page displayed market share across demographic categories, this one shows the user ratings in the same breakdown. Market share leader Orion has a satisfied customer base among all demographics, while SEI's and Tamarac's younger users seem to be their most enthusiastic.

SEI's user ratings are noticeably higher among dually-registered advisors, and it might seem like the same is true for Altruist, except that the 10.0 rating is derived from a tiny subset of its users who are not fee-only.

The ratings differences among different size firms are too small to be meaningful, and too scattered to make much sense out of. Altruist scores its highest marks among smaller firms, while Orion, Advyzon and Black Diamond generate user enthusiasm across the full spectrum of users.

All-In-One Software

All-In-One Software Programs	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Advyzon	9.96%	3.12%	8.88	8.60
Orion	8.79%	8.60%	7.79	7.62
Morningstar Office	3.71%	5.79%	6.35	7.14
Investnet Tamarac	3.52%	NA	7.60	NA
Investnet Wealth Mgt. Technology	1.83%	3.43%	8.23	8.05
AdvisorEngine	1.27%	2.61%	7.41	7.74
Advisor360	1.03%	0.75%	7.05	7.96
CircleBlack	0.52%	0.62%	4.82	7.61
Pershing Wove	0.33%	NA	6.43	NA
Smartworks Advisor	0.28%	0.75%	4.83	7.05
RBC Black	0.23%	0.34%	7.40	7.80
InvestCloud	0.05%	NA	4.00	NA

	2025	2024	2023	2022
Total Category Market Penetration	28.99%	24.51%	23.93%	20.78%
Category Average Rating:	7.27	7.72	7.62	7.75

Every year, we ask ourselves whether the growing market share figure in the all-in-one category is a real trend or an artifact of advisors who use one program on a platform responding affirmatively to this part of the survey.

Advyzon’s rise in this category has been remarkable; over the past couple of years it has rounded out its offering with a sophisticated rebalancing solution and a sophisticated upgrade to its CRM with advanced workflow capabilities. Its user rating (8.88) suggests that it will be contributing to this category’s market share going forward.

Orion gained market share in this category when it acquired Redtail CRM, and continued the momentum, while others appear to be losing share to the best-of-breed concept.

The question, as always, is how well a variety of popular-but-disparate acquisitions can be integrated tightly enough, and be made convenient enough, for them to be compelling alternatives to best-of-breed software mixtures which are, themselves, increasingly tightly integrated. All but Advyzon and Advisor360 are combinations of solutions that were acquired and which had already been integrated into the acquirer at arm’s length, so the tighter integrations that are the key to marketing these services are sometimes still a work in progress.

Orion and Advyzon lead the ‘considering’ list; the former may be the most comprehensive solution while the latter has achieved the highest ratings for several years running. The blue box shows that there are other solutions that weren’t included in the survey.

Programs Respondents Are Considering	
Advyzon	81
Orion	58
Morningstar Office	25
Envestnet Tamarac	21
AdvisorEngine	18
CircleBlack	14
Envestnet Wealth Mgt. Technology	11
Pershing Wove	11
Advisor 360	9
RBC Black	4

Other Programs Mentioned
Blueleaf
Advisys
Panoramix
Zoe Financial

All-In-One Plus Best of Breed			
% of users using a different tool			
	Planning	Port. Mgt	CRM
Orion	77.54%	27.81%	47.06%
Envestnet	53.33%	21.33%	38.67%
Advyzon	X	18.87%	15.57%
AdvisorEngine	X	70.37%	22.22%

The above chart illustrates how this category can be misleading--that, in fact, many users of an all-in-one solution are actually incorporating a best-of-breed supplement approach in their tech stack.

Notice that most advisors are using something other than Orion’s and Envestnet’s planning solutions, and a surprisingly large number are using another portfolio management tool.

The Advyzon and AdvisorEngine platforms don’t include planning, but otherwise they show up very differently on this chart. Our survey shows that a majority of the respondents who say they’re using Ad-

visorEngine’s all-in-one solution are actually using a different portfolio management program; its CRM tool seems to be the heart of its current value proposition. Advyzon, meanwhile, has managed to keep its users from straying into the best-of-breed landscape.

We might expect Orion’s broad platform footprint to expand Redtail’s market share to at least some of the Orion portfolio management users who currently use a different CRM solution.

Will the all-in-one solutions be able to attract more of their users to the full feature set? Tune in next year as we follow the trend.

Trading/Rebalancing Tools

Trading/Rebalancing Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
iRebal (Free Version)	14.47%	8.81%	8.10	8.50
Orion Advisor Services	9.59%	9.29%	7.97	7.94
Envestnet/Tamarac	9.45%	10.63%	8.05	7.97
Advyzon	5.22%	1.27%	8.18	6.92
Altruist	4.23%	1.78%	8.60	8.12
Black Diamond	3.85%	3.19%	7.41	7.58
Fidelity Wealthscape	3.52%	3.39%	7.39	7.63
Pontera	3.48%	2.61%	7.66	7.38
Schwab Rebalancer	3.15%	3.39%	6.67	7.05
iRebal (Standalone Version)	2.30%	2.19%	8.71	8.64
SEI	1.74%	2.30%	8.41	8.13
Nitrogen Trading	1.13%	1.17%	6.29	5.94
55ip	0.99%	1.06%	8.10	8.10
Blaze Portfolios	0.89%	0.51%	7.74	7.07
Morningstar TRX	0.75%	1.58%	7.13	7.24
FIX Flyer	0.75%	0.27%	8.44	9.25
intelliflo RedBlack	0.66%	0.79%	7.14	7.35
Panoramix Pro	0.56%	0.24%	9.42	9.14
Addepar	0.52%	0.79%	6.64	6.70
Pershing Wove	0.42%	0.14%	8.00	6.00
Capitect	0.28%	0.17%	7.50	6.60
Smartleaf	0.28%	0.07%	9.83	8.00
Cetera SmartWorks	0.19%	0.99%	7.50	6.90
AdvisorEngine/Smartleaf	0.14%	NA	6.67	NA

	2025	2024	2023	2022
Total Category Market Penetration	53.38%	45.80%	46.30%	38.69%
Category Average Rating:	7.79	7.51	7.68	7.43

The free version of iRebal picked up market share when it was ported over to Schwab, along with thousands of advisory firm users who have come to rely on it. The transaction allowed free iRebal to leapfrog Orion, which narrowly missed the 8.00 club, and Tamarac, which narrowly made it. Advyzon and Altruist, fourth and fifth in the rankings, earned the highest user ratings at 8.18 and 8.60 respectively--and both more than tripled their market share numbers from last year. Since Advyzon's rebalancing platform is still new to the marketplace, this represents rapid market share progress.

Orion, Tamarac and Black Diamond have the advantage of integration with their larger portfolio management capabilities, and the shifts in market share are probably white noise artifacts of the shifting demographics.

This is the first time the majority of users are accessing the rebalancing tools, perhaps driven by Advyzon's new platform and a significant upgrade by Panoramix. Plus the thousands of Schwab-affiliated firms that now have access to free iRebal.

The reader can see that there's a long list of competitors in this category with between 0.5% and 3.5% market share, and their user ratings all range from good to great, led by the standalone version of iRebal (8.71) and SEI (8.41). Note that the average rating of the top five competitors is a remarkable 8.18.

Moving down the rankings, Panoramix Pro continues to live in the rarified 9.00 club, and FIX Flyer's rating was above 8.00, as it is annually. Panoramix did roughly double its market share this year over last, but it's fair to wonder why a program with such high user scores hasn't convinced more than 1% of advisory firms to adopt it. Its expanded rebalancing capabilities could move it up by this time next year.

When we turn to the yellow box, there's a clear 'rich get richer' trend among the 'considering' rankings, with Advyzon, Tamarac and Altruist all poised to gain market share, and a very long list of others that advisors are looking at.

Programs Respondents Are Considering	
Orion Advisor Services	67
Advyzon	61
iRebal (Free Version)	40
Envestnet/Tamarac	37
Altruist	35
iRebal (Standalone Version)	28
Black Diamond	26
Schwab Rebalancer	21
Addepar	19
Pontera (formerly FeeX)	18
Nitrogen Trading	13
55ip	11
Morningstar TRX	8
SEI	7
Pershing Wove	6
LifeYield Rebalancing/Harvesting	6
FIX Flyer	5
intelliflo RedBlack	4
Panoramix Pro	3
AdvisorEngine/Smartleaf	3
Capitect	3
Blaze Portfolios	2
Fidelity Wealthscape	2
Smartleaf	2

The blue box of write-in programs offers an eclectic mix, ranging from Commonwealth's custodial trading program to the AssetMark and GeoWealth TAMP-related solutions.

Other Programs Mentioned
ClientWorks
GeoWealth
Betterment Advisor Solutions
Adhesion Wealth Solutions
Advisor360
SMArtX
AssetMark
TradePMR Fusion

Portfolio Design Solutions

Portfolio Design Solutions	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Orion Custom Indexing	2.30%	2.16%	7.29	7.78
Morningstar Direct Indexing	1.88%	2.37%	7.73	7.38
Investnet Quantitative Portfolios	1.22%	1.85%	8.42	7.57
YourStake	1.13%	1.10%	7.46	8.16
Libretto	1.08%	0.27%	8.26	7.38
Nebo Wealth	0.99%	NA	8.24	NA
O'Shaughnessy Canvas	0.61%	0.31%	8.15	7.22
Smartleaf	0.52%	0.38%	7.82	8.27
VADIS	0.28%	0.21%	9.17	9.33
Syntax	0.14%	NA	8.00	NA

	2025	2024
Total Category Market Penetration	8.98%	8.09%
Category Average Rating:	7.92	7.72

Whenever a relatively new category nearly joins, in aggregate, the 8.00 club, you have to take notice. The market share of this frontier category--which allow advisors to build customized portfolios to suit individual client preferences and circumstances--is likely to grow, given this level of user enthusiasm.

The market share leaders are features of broader platforms, but the more focused solutions achieved notable user ratings: 8.26 for Libretto (a unique planning tool with portfolio design characteristics) and GMO's Nebo Wealth, which allows advisors to customize portfolio design to specific client situations.

Syntax, at the bottom of the list, may be the most exciting new entrant; it offers access to a database that can sort every company by every component of its business exposure and revenues, allowing the user to build custom portfolios simply by filling out a form.

Orion and Nebo Wealth lead the list of programs that advisors are considering currently, while the blue box offers more diversity. Some advisors are using Kwanti, YCharts *and* StratiFi--three analytics programs--to design portfolios. StratiFi provides institutional-strength portfolio risk analysis, while Nitrogen has been rebranded as a marketing tool.

Programs Respondents Are Considering	
Orion Custom Indexing	22
Nebo Wealth	18
Investnet Quantitative Portfolios	13
O'Shaughnessy Canvas	11
Morningstar Direct Indexing	10
YourStake	10
Libretto	7
Smartleaf	6
VADIS	4
Fabric	2

Other Programs Mentioned
Kwanti
Nitrogen
YCharts
DFA Direct Indexing
Investipal
StratiFi
AssetMark
Betterment Advisor Solutions
iQuant
Portfolio Visualizer
Sherman Portfolios
Zacks Advisor Tools
ETFaction
GeoWealth

Investment Data/Analytics Tools

Investment Data/Analytics Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Morningstar Advisor Workstation	19.41%	23.11%	7.63	7.61
YCharts	14.90%	12.31%	8.37	8.27
Nitrogen	11.65%	9.56%	7.93	7.39
Kwanti	7.28%	5.79%	8.66	8.27
Fi360	4.98%	6.07%	7.67	7.86
Bloomberg Terminal	4.93%	4.15%	8.78	8.61
FactSet	3.10%	2.88%	7.83	8.08
Koyfin	3.05%	2.54%	7.57	7.70
BlackRock Aladdin Wealth	1.97%	2.91%	7.86	7.60
Clearnomics	1.74%	1.20%	8.81	8.34
Zacks Advisor Tools	1.13%	1.27%	6.75	8.14
AdvisoryWorld	0.56%	0.82%	6.17	6.08
Refinitiv Eikon	0.42%	0.34%	7.33	6.30
TIFIN Sage	0.38%	NA	5.75	NA
Zephyr/Informa Financial Intelligence	0.33%	0.65%	7.14	7.53
Chaikin Analytics	0.28%	0.75%	8.83	6.82
Steele Mutual Funds	0.28%	0.38%	7.83	8.55

	2025	2024	2023	2022
Total Category Market Penetration	51.46%	50.60%	51.22%	46.52%
Category Average Rating:	7.84	7.74	7.83	7.88

Every year, the venerable Morningstar fund analysis tool owns the greatest market share in the investment data/analytics space, with excellent ratings, and every year its market share declines a bit. YCharts lives in the 8.00 club and has steadily gained on Morningstar, while Kwanti, the Bloomberg Terminal, FactSet and Clearnomics have made a tradition of living in (or nearly in) the rarified 8.00 user ratings club. It's interesting to see the Bloomberg terminal gain more advisor users each year.

The rise of indexing and ETF-dominated client portfolios would seem to make these services less relevant to advisors' daily lives, but there doesn't seem to be any long-term decline in overall usage.

Nitrogen's analytical feature set, in third place here, is a bit of an anomaly in this category; it tends to focus

more on the volatility of client portfolios than the traditional screening services. YCharts is a graphical interface to all the market data any firm would require--the advisory profession's (much less expensive) answer to the Bloomberg Terminal.

Fi360 does something else altogether; it provides a fiduciary overlay to the elements of a client's investment portfolio, screening the marketplace to provide recommendations that would fly through a prudent investor test.

YCharts and Kwanti have experienced most of the category's market share gains over the past two years, but there is no shortage of niche solutions with small market share for discriminating advisors to choose from. One question, not yet answerable: will Morningstar's new Direct Advisory suite drive a market share shift?

Programs Respondents Are Considering	
YCharts	113
Morningstar Advisor Workstation	46
Kwanti	36
Nitrogen	34
Bloomberg Terminal	22
FactSet	21
Koyfin	20
Fi360	19
BlackRock Aladdin Wealth	13
Clearnomics	12
Zacks Advisor Tools	9
TIFIN Sage	5
Zephyr/Informa Fin'l Intelligence	4
Portfolio Designer	3
Steele Mutual Funds	3
AdvisoryWorld	2
Venn by Two Sigma	2

The yellow box, listing the analytical tools that respondents are considering, provides few surprises. YCharts is clearly poised to continue its growth, while Kwanti and the Bloomberg Terminal continue to crash the party toward the top of the rankings.

Other Programs Mentioned
Portfolio Visualizer
DFA Returns
Investipal
OnPointe Risk Analyzer
AssetMark
Dorsey Wright
Addepar
Datatrek
ETFaction
Stock Rover
ValueLine

The blue box lists other investment analytics tools in the marketplace that advisors are using--and most of them are familiar names. If this is indeed a category in a long holding pattern, it still offers a rich diversity of tools for advisors to choose from.

Economic Analysis and Stress-Testing Tools

Economic Analysis & Stress Testing	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Nitrogen Stats/Scenarios	12.59%	9.60%	7.93	7.39
YCharts	9.12%	8.16%	8.36	8.31
Kwanti	6.44%	4.63%	8.55	8.33
DFA Returns	5.36%	5.04%	8.36	8.10
Orion Risk Intelligence	3.67%	3.15%	7.35	7.15
Fi360	3.01%	3.09%	7.88	7.61
Portfolio Visualizer	2.68%	1.99%	8.12	7.53
Bloomberg Terminal	2.54%	2.09%	8.81	8.43
BlackRock Scenario Tester	2.30%	2.67%	8.20	7.54
Morningstar Risk Ecosystem	2.26%	2.13%	7.73	7.63
StratiFi	1.74%	1.41%	8.57	8.17
FactSet	1.32%	1.34%	8.32	8.08
Zacks Research System	0.66%	1.06%	8.07	7.77
RiskPro	0.23%	0.41%	6.40	6.25
RiXtrema	0.23%	0.14%	7.40	7.25
Andes Wealth	0.19%	0.45%	7.95	9.38
WISE	0.09%	NA	8.00	NA

	2025	2024	2023	2022
Total Category Market Penetration	39.71%	35.00%	40.74%	37.29%
Category Average Rating:	8.17	7.85	7.95	7.67

Nitrogen (formerly Riskalyze) has strengthened its hold on the lead for tools that evaluate portfolio risk and the potential consequences in different future environments, but the competition seems to be strengthening. For the second year in a row, YCharts, DFA Returns and Kwanti all saw incremental market share gains, and their ratings were all above 8.00, as were the ratings for the Bloomberg Terminal, StratiFi and FactSet.

Note the category's overall user rating, an average of all the programs that enjoy greater than 0.5% market share came in at 8.17. Rarely in the survey's history has a category, overall, joined the 8.00+ club.

StratiFi is a bit of an outlier here; it isn't a scenario forecasting tool like Orion Risk Intelligence or an investment analyzer like YCharts or Kwanti. It offers institutional-strength risk analysis capabilities that can be applied to prospect portfolios similar to the way Wall Street traders monitor the risk of their house portfolios. Its 8.57 user rating suggests that more advisors will be using it in the future.

The sheer number of competitors listed above suggests that this category will continue to maintain its market share. As index investing and ETFs become more popular, analyzing portfolio risk may become more important than analyzing individual investments.

Programs Respondents Are Considering	
YCharts	53
Nitrogen Stats/Scenarios	26
Kwanti	21
Orion Risk Intelligence	19
StratiFi	16
Morningstar Risk Ecosystem	11
DFA Returns	11
BlackRock Scenario Tester	9
FactSet	8
Bloomberg Terminal	7
Andes Wealth	6
Fi360	6
Portfolio Visualizer	4
RiskPro	4
RiXtrema	3
Zacks Research System	3
Fabric Risk	2

In the analysis/stress testing category, the market share leaders are generally at the top of the ‘considering’ rankings, although in a somewhat different order. We can tentatively extrapolate further market share gains for YCharts, Kwanti, StratiFi and Orion Risk Intelligence.

Once again, none of the ‘other’ programs achieved more than a few votes, although there was a lot of diversity among the write-ins. OnPointe Risk Analyzer appears to be an effective annuity/guaranteed income sales tool, while Libretto is a planning software tool that addresses the volatility issue by modeling how much of a client’s future income needs should be covered by Social Security and TIPS.

Other Programs Mentioned
OnPointe Risk Analyzer
AssetMark
Income Lab
Libretto
RightCapital
Stock Rover
TIFIN Wealth

SRI/ESG Portfolio Analysis Services

SRI/ESG Portfolio Analysis Services	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Morningstar ESG Data	5.64%	7.75%	7.58	7.32
YourStake	1.83%	1.65%	7.44	8.29
Fidelity ESG Pro	0.52%	0.79%	5.64	7.52
Refinitiv	0.47%	0.27%	5.70	7.50
Smartleaf	0.42%	0.34%	7.33	7.50
VADIS	0.33%	0.31%	8.29	8.67
AffirmativESG	0.09%	NA	4.50	NA

	2025	2024	2023	2022
Total Category Market Penetration	8.18%	10.08%	10.34%	10.70%
Category Average Rating:	6.89	7.71	7.67	6.67

When Morningstar added ESG statistics to its venerable fund/stock data platform, it immediately became the dominant solution in this space. But it faces increasing competition from two specialized platforms. YourStake is by far the most detailed option; it calculates the real-world consequences whenever clients shift their portfolio allocations away from, or toward, certain companies or industries. VADIS, which uses YourStake analytics and data, achieved the highest user rating (8.29). Fidelity ESG Pro markets itself as the most user-friendly platform in this category.

In the yellow ‘considering’ box (above, right), we see that, yet again, the market share leaders are poised to raise their lead over the competition--albeit without a dramatic amount of enthusiasm from our survey participants.

The blue box includes solutions that received a small number of votes, but it illustrates that this is a relatively dynamic category. We should add YCharts’ ethical screening to next year’s survey.

Programs Respondents Are Considering	
Morningstar ESG Data	15
Fidelity ESG Pro	9
YourStake	9
Smartleaf	5
VADIS	3
AffirmativESG	5
Refinitiv	4
ACT Analytics	2

Other Programs Mentioned
Ethos ESG Bloomberg Terminal DFA Blackrock ESG YCharts

Alternatives Platforms

Alternatives Platforms	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
iCapital	10.06%	3.12%	7.77	7.86
CAIS	6.06%	1.85%	7.84	7.94
Canoe Intelligence	0.56%	0.24%	7.75	7.71
Blue Vault	0.52%	NA	7.55	NA
Alt Exchange	0.33%	NA	7.43	NA

2025

Total Category Market Penetration	14.05%
Category Average Rating:	7.73

Last year, we mixed companies that specialized in alternative investments with companies that offered the ability to track and trade cryptocurrencies. This year, we split them into two distinct categories--creating a more useful guide to who does what.

The total market penetration for this frontier category reflects advisors' growing interest in alternative investments. 14% of advisory firms are now using one of these platforms--and if you compare iCapital's and CAIS's market share year-over-year, you see fairly rapid growth.

Both iCapital and CAIS function as a gateway to curated groups of alts managers, with analytics, reporting and trading capabilities. Canoe Intelligence is a machine learning portal for collecting documents and filings--making it easier for advisors who manage alt investments to provide accurate performance and holdings reports. The ratings across the category suggest that advisors who use them are more than satisfied.

Programs Respondents Are Considering	
iCapital	58
CAIS	56
Canoe Intelligence	14
Blue Vault	12
Alt Exchange	6

The yellow box suggests that this category will continue on its growth trajectory, albeit slowly, and that the market leaders will maintain their space at the top of the rankings.

Turning to the blue box, below, Crystal Capital is another alternatives gateway that makes it possible for advisors to include alts in their client portfolios at low investment thresholds. It should have been included in this survey, and will be next year.

Other Programs Mentioned
First Trust Alts
Berlium
Crystal Capital
Proteus
SS&C Accord

Cryptocurrency Investing/Tracking

Cryptocurrency Investing/Tracking	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Addepar	0.61%	0.55%	7.23	7.75
Flourish Crypto	0.61%	0.48%	3.85	8.57
Onramp Invest	0.47%	0.45%	6.30	6.62
Equity Advisor Solutions	0.19%	NA	5.25	NA

	2025	2024	2023	2022
Total Category Market Penetration	1.79%	5.66%	2.21%	1.58%
Category Average Rating:	7.23	7.85	6.57	6.99

The aggregate market share number here is somewhat misleading; last year, we added to the category the alternative investment platforms (previous page), on the dubious theory that crypto and alts were, well, *different* from mainstream fund/ETF investing. This year, we broke the two groups into separate categories, so the 1.79% market penetration number for cryptocurrency investing is probably an accurate gauge of advisor interest currently.

The organizations listed here do different things. Addepar is still the only portfolio management/client reporting platform that includes cryptocurrency valuations, gains and losses in its return reporting. Flourish Crypto simply adds cryptocurrency purchasing to its broader cash management solution.

Onramp Invest is the only solution in this category that specializes in allowing advisors to trade, track and facilitate cryptocurrency holdings for clients, by providing advisors with access to platforms where cryptocurrencies are bought and sold, at negotiated discounted commissions.

Programs Respondents Are Considering	
Flourish Crypto	20
Addepar	17
Onramp Invest	9
Equity Advisor Solutions	5

The numbers in the yellow box suggest that the growth of this category is likely to be slow. The solution to watch is Onramp, which will be an indicator of how many advisors are actively trading in the crypto markets.

Few respondents offered write-in ballots (see below), but some are apparently using Coinbase directly rather than through Onramp.

Other Programs Mentioned
Turnquey Labs
Coinbase
Eaglebrook
Pavos Trust

Automated Cash Management Services

Automated Cash Mgt. Services	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Flourish Cash	5.55%	3.77%	8.65	9.02
Altruist Cash	4.04%	NA	8.36	NA
MaxMyInterest	2.96%	2.85%	6.97	7.20
advisor.cash by StoneCastle	1.36%	1.51%	7.93	7.73

	2025	2024	2023	2022
Total Category Market Penetration	12.45%	7.54%	5.83%	4.27%
Category Average Rating:	7.98	7.98	7.67	6.67

On a percentage basis, this category gained more traction in the advisory marketplace in the past year than any other--driven, no doubt, by the increase in interest rates.

MaxMyInterest created this category and continues to add integrations and convenience features, yet its market share has fallen behind some well-funded competition.

Altruist now offers an advanced cash management feature for advisors who are using the Altruist custodial platform. Based on the 8.36 user rating, they also find it to be more than satisfactory.

Flourish and MaxMyInterest are independent of any brokerage platform, and they work somewhat differently. Flourish raises money on behalf of its network of community banks, and pools the interest-bearing notes into a single brokerage account. Advisor clients receive the blended rate of return of many different community banks. Its 8.65 user rating stands out.

Max constantly monitors the market for the highest rate from participating banks and automatically re-allocates money to obtain the highest returns. Max will also sweep money from traditional checking accounts whenever they move above a client-determined threshold--a feature that Flourish has shied away from.

Programs Respondents Are Considering	
Flourish Cash	32
Altruist Cash	30
MaxMyInterest	29
advisor.cash by StoneCastle	7

The yellow box list of programs indicates that advisors are considering the three market share leaders almost equally.

In the blue box, below, the Betterment robo solution received only two write-in votes. There's not a lot of additional competition in this space.

Other Programs Mentioned
Betterment Cash Currence

Life Insurance/Annuity Analysis/Buying Services

Insurance/Annuity Purchase/Analysis	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
DPL Financial Partners	7.38%	6.51%	7.32	7.45
Low-Load Ins. Services	6.02%	5.52%	8.38	8.37
Policygenius	2.21%	1.20%	7.70	7.54
RetireOne	1.17%	0.82%	6.88	7.83
Ladder Life	0.85%	0.41%	7.50	7.00
Envestnet Insurance Exchange	0.47%	0.62%	8.50	7.67
FIDx	0.14%	0.17%	7.67	8.40

	2025	2024	2023	2022
Total Category Market Penetration	16.21%	13.47%	13.72%	10.81%
Category Average Rating:	7.56	7.77	7.09	6.92

Low-Load Insurance Services created this category decades ago by offering a way for advisors to buy insurance coverage without paying a commission. DPL has built a platform where advisors can help clients buy fiduciary-friendly annuities and other coverages, and search the market for contract features that match client needs. LLIS's 8.38 rating stands out, as does the Envestnet platform's insurance buying service at 8.50.

RetireOne is very different; it offers an annuity-like income guarantee overlay on a client's retirement portfolio, basically turning it into a customized annuity product without requiring a transfer of assets.

The five competitors with the highest market share all gained in the past year, suggesting that interest in these services is picking up. Will we see a day when these platforms replace the traditional insurance agent? Look to the 2050 version of this survey for the answer.

The yellow box of services that advisors are considering shows that DPL is doing an excellent job of marketing itself to the advisor community, and Policygenius could gain market share in the coming year.

Programs Respondents Are Considering	
DPL Financial Partners	48
Policygenius	27
Low-Load Ins. Services	21
Envestnet Insurance Exchange	18
Ladder Life	16
FIDx	9
RetireOne	6

The 'other' box includes John Ryan's new affiliation with the global Gallagher agency (a potential game-changer, but not in the software space), and Synchronize, which offers business consulting to advisors with an insurance platform as part of the overall service package.

Other Programs Mentioned
John Ryan/Gallagher Insurance
Synchronize
Ash Brokerage
Crump
First Element
ValMark
First Element Insurance
Life Design Analysis

Customized Billing/Payment Tools

Customized Billing/Payment Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
AdvicePay	13.39%	12.27%	8.43	8.16
Altruist Fee Billing	2.87%	NA	9.10	NA
bill.com	2.40%	1.68%	8.37	7.92
Envestnet BillFin	1.13%	2.09%	8.42	7.97
Smart Kx	0.75%	0.48%	9.75	9.79
Envestnet Payments	0.61%	NA	7.85	NA
AdvisorBOB	0.47%	0.38%	8.10	7.09

	2025	2024	2023	2022
Total Category Market Penetration	20.63%	16.87%	15.65%	11.01%
Category Average Rating:	8.65	8.02	8.20	8.03

The 8.65 overall user rating for this category breaks all records in this survey; advisors clearly love their customized billing solutions. The interesting followup question is: with a majority of firms now charging some clients via non-AUM models, why are only a fifth of the respondents using one of these solutions?

The XYPN Network created this category when it launched AdvicePay, the category leader with an extremely high 8.43 user satisfaction rating--its third straight 8.0+ rating. Altruist enters our survey in second place in terms of market share with a remarkable 9.10 user rating, and bill.com gained market share and decisively joined the 8.00+ club.

When we launched this year's survey, the new Envestnet Payments solution was not yet in the advisor mainstream; it will be interesting to see how well it gains traction based on the advantage of being integrated into one of the profession's largest platforms.

Programs Respondents Are Considering	
AdvicePay	59
Altruist Fee Billing	22
bill.com	17
Envestnet Payments	9
Smart Kx	6
Envestnet BillFin	4
AdvisorBOB	4

AdvicePay is the runaway leader in category solutions under consideration by advisors. Keep an eye on Smart KX, which has the highest user rating and one of the highest in the overall survey.

The blue box of write-in votes naturally includes QuickBooks and Stripe, while Panoramix is an asset management solution.

Other Programs Mentioned
Quickbooks
BluePay
Panoramix
Stripe
Altruist
BridgeFT
GeoWealth
Zoho
Harvest
Paypal

TAMP Service Providers

TAMP Service Providers	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
SEI	3.34%	4.73%	6.86	7.18
AssetMark	3.29%	4.11%	7.56	7.31
Orion Portfolio Solutions	2.87%	3.63%	6.64	7.10
Geowealth	1.36%	0.41%	7.50	7.83
Buckingham Service Providers	1.17%	0.75%	6.90	8.41
Morningstar Managed Portfolios	0.61%	1.61%	7.92	7.49
XY Investment Solutions	0.56%	0.27%	4.67	6.88
Vestmark/Adhesion	0.42%	0.27%	5.67	5.63
Frontier Asset Management	0.28%	0.24%	7.33	9.29
Pershing Wove	0.28%	0.17%	7.33	6.20

	2025	2024	2023	2022
Total Category Market Penetration	11.28%	15.77%	17.07%	17.44%
Category Average Rating:	6.86	7.49	7.06	7.17

As AssetMark completes its migration of Morningstar’s TAMP business, we can expect to see an interesting shift in the ratings by this time next year. Meanwhile, we are observing an overall decline in market share for this category, as advisors turn to the increasingly convenient and sophisticated portfolio management and ‘robo’ tools in the advisor ecosystem.

Market share and ratings are generally lower across the board; the notable exception is Geowealth, which acquired the popular (and highly-rated) First Ascent TAMP organization.

Meanwhile, SEI remains the market share leader, combining with AssetMark and Orion Portfolio Solutions to form a strong triad at the top.

For the fourth year in a row, Orion Portfolio Solutions is attracting the most interest from advisors who are looking for a TAMP solution (yellow box), followed by SEI, and AssetMark. Those advisors who are evaluating the Morningstar solution might need to expand their search.

The blue box to the right raises a question: why wasn’t Asset Dedication included in the survey? Unfortunately, we don’t have a good answer.

Programs Respondents Are Considering	
Orion Portfolio Solutions	17
SEI	17
AssetMark	16
Morningstar Managed Portfolios	14
Geowealth	13
XY Investment Solutions	7
Pershing Wove	5
Buckingham/Loring Ward	3
Vestmark/Adhesion	3
Buckingham Service Providers	2

Other Programs Mentioned
Symmetry Partners
Altruist
Asset Dedication
Adhesion Wealth Solutions
Betterment
SMArtX
UX Wealth Partners
Freedom Advisors
Zoe Financial

Online Portfolio Management Tools

Online Port. Management Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Investnet	4.61%	5.62%	7.56	7.60
Schwab Intelligent Portfolios	3.62%	4.59%	6.14	6.75
SEI	2.11%	2.67%	7.78	7.49
Betterment Advisor Solutions	1.97%	1.41%	7.52	6.93
LPL GWP	1.03%	1.47%	7.09	7.49
AdvisorEngine	0.89%	1.37%	7.47	7.28
TradePMR	0.61%	0.75%	8.85	8.73
GS Advisor Solutions	0.38%	0.45%	5.38	6.62
BridgeFT	0.33%	0.55%	4.86	7.13
Schwab Motif Investing	0.23%	0.58%	4.00	7.06
Geowealth	0.23%	0.24%	9.20	8.43
WISE	0.23%	0.17%	8.60	6.60
Wealthfront	0.14%	0.24%	7.33	5.57
Emotomy	0.09%	NA	3.00	NA
Fusion IQ	0.09%	NA	4.50	NA

	2025	2024	2023	2022
Total Category Market Penetration	14.43%	17.45%	17.71%	16.46%
Category Average Rating:	7.49	7.38	7.14	7.04

The so-called ‘robo’ solutions pivoted from competition for clients into part of the advisor fintech landscape where they belonged all along: as automated investment management solutions for advisor clients who have limited assets. The category seems to have found a consistent footing in that niche, although market share has diminished in the past year.

If you look down the user ratings, the platform robo accommodation created by TradePMR and the Geowealth TAMP options jump out at you; both are well in the elite 8.00+ club for the third year in a row. But there was a top-to-bottom dimishment in market share numbers this year over last, Betterment being the only notable exception.

Investnet and SEI were never attempting to be consumer (replace your advisor) solutions, and they lead the category once again, with solid average ratings. Schwab Intelligent Portfolios and Betterment straddle the line between consumer and advisor fintech options; Schwab lost and Betterment gained market share in the advisor community over the past year.

The interest (yellow box, right) in Intelligent Portfolios might reflect the transition of more than 7,000 former TD Ameritrade advisory firms to the Schwab platform. But there seems to be little appetite to add these services; advisors who are already using them for less-wealthy clients are not being joined by others following their lead. These, like the TAMP numbers in the previous category, are low relative to the overall number of survey respondents.

Programs Respondents Are Considering	
Schwab Intelligent Portfolios	19
Betterment Advisor Solutions	18
Investnet	10
SEI	9
LPL GWP	9
Schwab Motif Investing	7
TradePMR	7
AdvisorEngine	5
Wealthfront	4
Geowealth	3
SigFig	2
Marstone	2

Few advisors wrote in additional services that they're using to our blue box list. Is Altruist Model Marketplace a viable custodial competitor in this space? We may find out next year.

Other Programs Mentioned
Altruist Model Marketplace
UX Wealth Management

Account Aggregation Tools

Account Aggregation Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
eMoney	19.55%	21.60%	7.91	8.05
Morningstar ByAllAccounts	15.41%	11.35%	5.89	6.14
RightCapital	10.90%	7.88%	8.01	8.13
Envestnet/Yodlee	8.32%	8.23%	6.79	7.17
Pontera	8.08%	5.79%	7.78	7.75
Plaid/Quovo	3.71%	3.19%	6.08	5.77
SEI Connect	1.32%	1.47%	7.18	7.88
Fidelity Akoya	1.08%	0.69%	6.87	7.20
Blueleaf	0.75%	1.95%	7.50	7.35
Broadridge/Investigo	0.75%	1.10%	7.38	6.66
Intuit	0.42%	0.65%	7.00	7.53
MX	0.33%	0.27%	6.57	6.13
AdvisoryWorld	0.23%	0.34%	6.60	7.00
Wealth Access	0.23%	0.27%	2.00	4.88
AllBackOffice/Aqumulate	0.09%	0.21%	9.00	5.50

	2025	2024	2023	2022
Total Category Market Penetration	50.61%	49.02%	48.93%	43.65%
Category Average Rating:	7.14	7.24	7.23	7.19

When mainstream fintech providers like eMoney, Morningstar, Envestnet, SEI, Fidelity and RightCapital incorporated account aggregation directly into their solutions, they 1) raised this category’s aggregate market share to 50%, and 2) blurred the lines, meaning that they white-labeled other solutions so that often advisors don’t know what technology provider underlies their aggregation services.

But they also made it easier for advisors to track and report on held-away assets in qualified plan accounts via integrated solutions.

Both eMoney and RightCapital achieved ratings over 8.00 for the second year in a row. Plaid (formerly Quovo) is an independent solution that is also built into other programs. As a standalone product, it was the market leader in user ratings until it was acquired; now its rating would be graded as ‘barely adequate.’

eMoney’s built-in account aggregation features lead the category with little change in market share, while Morningstar’s ByAllAccounts product and RightCapital’s Yodlee integration gained ground. Envestnet’s own Yodlee integration held its own, and Pontera, which not only tracks held-away assets but also makes it possible to manage them (without taking custody), gained a bit of ground, rounding out the top five.

What are advisors looking to add in this category? The yellow box list to the right might be a greater reflection of market share shifts in the financial planning and portfolio management spaces than an assessment of what advisors are looking for in this category. The solutions built into mainstream software, which enjoy the highest market share, are in the best position to pick up new users.

Programs Respondents Are Considering	
RightCapital	35
Pontera	35
eMoney	34
Investnet/Yodlee	30
Plaid/Quovo	28
Morningstar ByAllAccounts	21
SEI Connect	11
Fidelity Akoya	7
Broadridge/Investigo	3
Blueleaf	2
Wealth Access	2
Intuit	2
AdvisoryWorld	2
MX	1

The blue box of write-in ballots shows that other mainstream portfolio management platforms offer account aggregation features as well. We should probably add Advyzo, Altruist, Albridge and Black Diamond to next year's survey.

Other Programs Mentioned
Black Diamond
Albridge
Monarch Money
Advyzo
Altruist
BridgeFT
Capitect
WealthVision
Panoramix

Risk Tolerance Instruments

Risk Tolerance Instruments	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Nitrogen	16.73%	14.57%	7.94	7.56
Morningstar Risk Ecosystem	3.95%	4.32%	7.48	7.32
Orion Risk Intelligence	3.76%	3.53%	7.10	7.31
PreciseFP	2.96%	2.26%	7.32	7.42
StratiFi	2.26%	1.65%	8.46	8.98
TIFIN Risk	1.32%	0.89%	6.64	5.58
Tolerisk	1.22%	1.30%	8.35	8.87
DataPoints Investor Profile	0.66%	0.65%	8.57	7.74
OnPointe Risk Analyzer	0.42%	0.14%	8.44	8.25
Andes Wealth	0.38%	0.51%	8.63	9.20
Pocket Risk	0.23%	0.38%	8.20	8.27
RiXtrema	0.19%	0.10%	8.50	4.67

	2025	2024	2023	2022
Total Category Market Penetration	30.73%	27.63%	35.42%	31.50%
Category Average Rating:	7.73	7.78	7.53	7.71

Nitrogen improved its market share and user rating this year, which is good news for the category as a whole. In all, five of the six market share leaders gained users, and the average user ratings range from good to excellent across the board.

Nitrogen has shifted course and now calls itself a marketing program that facilitates the ‘closing’ of prospects; it makes it easy for advisors to compare their risk score with their current portfolios. Morningstar’s risk ecosystem, built on the FinaMetrica chassis, evaluates a prospect’s overall propensity to take risk; it edged out Orion Risk Intelligence for second place, and PreciseFP’s new risk tolerance evaluation tool has moved up to fourth place.

To find the up-and-coming tools, look down the market share list to StratiFi (8.46 user rating), Tolerisk (8.35) and Andes Wealth (8.63). They all measure a client’s willingness to tolerate market volatility (or not) but they all come at it in different ways.

Andes has a variety of tools that all look to measure various investment preferences and sophistication, but it also straightforwardly presents the risk/return parameters, in percent, for each of an advisor’s model

portfolios. StratiFi is an institutional-level portfolio assessment tool, evaluating risk in multiple dimensions beyond standard deviation.

Tolerisk’s risk tolerance system goes beyond risk tolerance to assess a client’s risk capacity based on goals and net worth--pulling in up-to-the-day movements in the markets. It is conceivable that an advisory firm would use all three, and possibly include Nitrogen for marketing purposes.

Increasingly, a simple 1-100 score is beginning to look naive, given that clients also bring risk capacity, risk composure and risk perception to their investing behavior. The new tools may be in the early stages of shaking up a category which seems to be in a temporary market share holding period, and we might see advisors demanding more sophistication from their risk tolerance solutions.

Programs Respondents Are Considering	
Nitrogen	60
Orion Risk Intelligence	29
PreciseFP	20
Tolerisk	18
StratiFi	17
Andes Wealth	15
Morningstar Risk Ecosystem	14
TIFIN Risk	8
RiXtrema	6
DataPoints Investor Profile	5
OnPointe Risk Analyzer	4
Pocket Risk	2
Touchstone Pathway	2

The interest for these solutions seems to be distributed fairly evenly among the competition, with Nitrogen getting a bit more interest than its distant market share competitors.

Other Programs Mentioned
Right Capital Risk Module
Kwanti
Advyzon Risk Profile Module
Financial DNA
FinMason
Grable Lytton Risk Assessment
Investipal

We actually didn't realize that the Grable Lytton Risk Assessment product was still on the market until we received some write-in votes for it. And we learned that Advyzon offers a risk profile module in its all-in-one solution.

Document Management

Document Management Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Microsoft SharePoint	11.94%	9.77%	8.19	8.24
OneDrive	9.07%	8.81%	8.16	8.13
Citrix Sharefile	8.98%	10.46%	7.64	8.10
Google Drive	7.42%	5.66%	8.40	8.07
Box.com	6.95%	5.07%	8.40	8.36
Advyzon	6.77%	1.99%	8.48	8.53
Dropbox Business	5.97%	6.24%	8.30	8.18
Orion Redtail Classic Imaging	5.17%	6.31%	7.61	7.64
Egnyte	2.96%	2.50%	8.52	8.64
DocuPace	2.91%	5.07%	7.11	7.39
Laserfiche	2.35%	3.02%	6.32	6.72
NetDocuments	1.97%	1.71%	7.19	7.88
Worldox	0.38%	0.86%	5.25	5.48
SmartVault	0.33%	0.31%	8.29	7.22
PaperPort	0.33%	0.27%	9.29	8.13
FutureVault	0.28%	NA	8.83	NA
eFileCabinet	0.23%	0.45%	5.00	7.92
Cities Digital	0.23%	0.17%	5.80	6.80
CabinetNG	0.14%	0.14%	8.00	8.25
Paperclip Virtual Client Folder	0.09%	0.21%	5.00	8.33

	2025	2024	2023	2022
Total Category Market Penetration	52.02%	50.46%	51.56%	47.19%
Category Average Rating:	7.86	7.80	7.88	7.81

Over the past several surveys, advisors have consistently trended toward using consumer/generic document management solutions over those specifically created for the advisor community. Here we see Microsoft SharePoint, OneDrive, Citrix Sharefile, Google Drive and Box.com dominating the top of the market share rankings. One spot back: Dropbox Business.

Advisors clearly like these solutions, based on the high user ratings, but there are some notable competitors starting to emerge. Advyzon shot up in market share, more than tripling its percentage of users and its 8.48 user rating outcompetes the broad consumer solutions. Move down a bit, and Egnyte’s users gave it an aggregate 8.52 rating for its document management capabilities.

Orion’s Redtail Classic Imaging is basically trading water against the larger competition, but clearly has the means to challenge with its platform advantage. One wonders whether the other advisor-specific solutions, created to solve the profession’s filing cabinet challenges and facilitate a switch to digital document storage and retrieval, will be able to compete going forward. The key may be specific compliance features that allow the advisory firm to pull needed documents, conveniently, when the SEC or state examiners come to call.

In the ‘considering’ box to the right, Advyzon is the only profession-specific solution that is going toe-to-toe with Microsoft, Citrix and Box.com. With the high user rating, Egnyte might make a move up as well.

Programs Respondents Are Considering	
Microsoft SharePoint	45
Advyzon	32
Box.com	26
Citrix Sharefile	19
Egnyte	18
OneDrive	17
Orion Redtail Classic Imaging	16
Google Drive	16
Dropbox Business	14
DocuPace	10
Laserfiche	8
SmartVault	5
eFileCabinet	4
NetDocuments	3
FutureVault	2
Worldox	2
Agreement Express	2
CabinetNG	2
Cities Digital	2

In the blue box, we see that advisory firms are using document management capabilities built into RightCapital, Tamarac and AdvisorEngine. And there are a few niche fintech players and generic filing solutions on the market that are taking at least incremental market share from the companies listed in our survey.

Other Programs Mentioned
RightCapital Vault
AdvisorEngine
Zoho WorkDrive
ComConnect
Encyro
M-Files
Tamarac Document Vault
GeoWealth

Document Processing Tools

Document Processing Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
DocuSign	56.02%	54.68%	8.69	8.73
Adobe Sign	8.98%	8.78%	7.74	8.19
Citrix ShareFile	6.34%	8.30%	8.08	8.10
Dropbox	5.69%	4.97%	7.80	7.94
LaserApp	3.90%	6.34%	7.71	7.55
Box.com	3.71%	2.85%	8.09	8.23
DocuPace	1.46%	3.12%	7.39	7.62
Dropbox Sign	1.32%	0.96%	8.46	8.39
Conga	0.19%	0.38%	8.50	6.45
Wondershare SignX	0.19%	0.31%	7.25	7.67
Symphony (Profiler/OCR)	0.14%	0.21%	8.67	7.67
BPA Sharepoint	0.14%	NA	8.33	NA
Agreement Express	0.09%	NA	5.00	NA

	2025	2024	2023	2022
Total Category Market Penetration	62.73%	62.05%	64.46%	58.95%
Category Average Rating:	8.00	8.10	8.06	7.78

Most advisory firms are using multiple document processing tools: DocuSign and/or Adobe Sign for electronic signatures, Citrix ShareFile, Dropbox or Box.com to securely send and retrieve client documents. DocuSign is the category leader, and we suspect that the 55% market share number underestimates the actual percent of users in the advisor landscape. Its 8.69 user rating is extraordinary.

LaserApp’s market share declined, and one might wonder whether a form-filling program’s relevance in the modern tech stack (and emerging AI age) is declining.

In the yellow ‘considering’ box (above right), the e-signature applications are getting the most attention, but we suspect that most advisors already have solutions they’re happy with.

The write-in (blue box) list includes the AdvicePay payment solution and an e-signature module on the Altruist platform.

Programs Respondents Are Considering	
DocuSign	56
Adobe Sign	29
Box.com	12
Citrix ShareFile	10
LaserApp	8
Dropbox	5
DocuPace	5
Dropbox Sign (formerly HelloSign)	2
Conga	2

Other Programs Mentioned
AdvicePay
Altruist E-Sign
PreciseFP
Investipal
Zoho Sign
CamScanner
Docubee
SignNow

Client Onboarding and Proposal Generation Tools

Onboarding & Proposal Generation	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
PreciseFP	6.72%	7.06%	7.87	7.72
Jump	5.40%	NA	8.64	NA
VRGL Wealth	1.74%	0.41%	7.62	7.50
Zocks	1.74%	NA	8.49	NA
TaxStatus	0.66%	NA	8.93	NA
Greminers	0.66%	NA	8.14	NA
TIFIN Wealth	0.61%	0.58%	6.77	4.94
Vega Minds	0.38%	NA	7.38	NA
OnBord	0.33%	NA	7.86	NA
Zeplyn	0.23%	NA	8.80	NA
Sage	0.23%	NA	7.20	NA
Onboard	0.14%	NA	8.00	NA

2025

Total Category Market Penetration	15.84%
Category Average Rating:	8.07

Wouldn't it be nice if you could pull all the information from client portfolio statements into fields that would allow you to have a detailed portfolio planning conversation with prospects? You can; that's what VRGL Wealth does. Or: wouldn't it be nice if AI would automatically record and transcribe your conversations with clients and prospects, summarize them and create task lists? That's what Jump does.

Jump leaped into second place in this category as a startup, and achieved a remarkable 8.64 user rating in its debut in this survey. VRGL Wealth quadrupled its market share in its second year, and PreciseFP (part of the Docupace suite) has maintained its place (for now) at the top of the market share rankings--a solution that allows clients to input their CRM-related data so advisors don't have to.

Turn to the 'considering' list, and, do you see a future market share leader? Zocks, with an 8.49 user rating, should be another interesting program for advisors to consider.

What other tools are advisors using to onboard clients? Nitrogen is an obvious proposal generator, but in a different category.

Programs Respondents Are Considering	
Jump	79
PreciseFP	47
Zocks	42
VRGL Wealth	19
TaxStatus	11
Greminers	10
Zeplyn	10
OnBord	7
TIFIN Wealth	6
Vega Minds	5
Sage	4
Onboard	3

Other Programs Mentioned
Nitrogen
Kwanti
Investipal
Pulse360
Advyzon
AssetMark
Black Diamond
Fabric
FactSet
Fathom
Fireflies.ai

Client Communication Power Tools

Client Communication Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Pulse360	2.11%	2.40%	8.16	7.94
Bento Engine	1.46%	0.65%	8.03	8.26
Knudge	1.13%	1.58%	7.54	7.91

	2025	2024	2023	2022
Total Category Market Penetration	4.23%	4.29%	4.08%	1.94%
Category Average Rating:	7.91	8.04	7.12	7.42

This is another frontier fintech category in the survey; the programs listed here offer a variety of ways to automate, streamline, organize, schedule and track client communications. All three create libraries of repeatedly-used messages for scheduling, for explaining planning concepts, recurring reminders--and really any message that is sent can be saved and reused with different clients. And every time the message is used, there is the opportunity to refine it, so that the messages are constantly improving.

Scheduling means that you can schedule out a reminder a year or two in advance--and all sent messages are saved and tracked.

All three solutions listed here received above-average ratings from their users, with Pulse360 and Bento Engine joining the 8.00+ user rating club.

Programs Respondents Are Considering	
Bento Engine	35
Knudge	32
Pulse360	21

The yellow 'considering' box shows a relatively equal amount of interest in all three, but not as much as one might expect, considering the time savings and improved communications that they offer.

The blue box, below, includes Constant Contact and Hubspot, which include some time-saving features, but are not automated solutions. FMG is a market share leader in the marketing category, and an out-source option for marketing communications.

Other Programs Mentioned
Levitate
Constant Contact
FMG
MyRepChat
ActiveCampaign
CurrentClient
Hubspot
Fynancial
NovaTrak
Thyme

Workflow Tools

Office Management/Workflow Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Advyzon	8.13%	NA	7.77	NA
Hubly	2.16%	2.54%	8.54	7.53
Quivr	0.61%	NA	8.69	NA

	2025	2024	2023
Total Category Market Penetration	10.76%	2.64%	2.87%
Category Average Rating:	8.34	7.53	7.91

That this is a category at all represents a blind spot in the CRM marketplace. Building and maintaining workflows in the market share-leading CRM programs has been awkward--and not what they were originally built for. This allowed Hubly to fill the void. Hubly sits on top of a CRM, interacts with it and complements its feature set with not just the ability to create and manage workflows into and out of the core CRM engine, but also to allow team leaders to track every activity that needs to happen for clients--so that nothing falls through the cracks.

Hubly and Quivr, the two independent workflow tools, achieved remarkable 8.54 and 8.69 ratings, but Advyzon's workflow tools, built into its CRM, answered the challenge and shot up to the top of the rankings. Its 7.77 user rating is more than respectable.

Programs Respondents Are Considering	
Advyzon	66
Hubly	27
Quivr	18
ForwardLane	3

Advyzon also leads a growing field in terms of interested advisory firms (above chart). It will be interesting to see if other CRM providers rise to the same challenge and adapt to the (probably unexpected) advisor demand for seamless workflow capabilities.

Predictably, the blue box includes the workflow capabilities of three leading workflow solutions, plus two project management tools. Should we include Asana and Monday in this category for next year's survey?

Other Programs Mentioned
Redtail
Wealthbox Workflows
AdvzorEngine
Asana
Hubspot
Monday.com
Zoho
Canopy
TaskRay
Zapier

Data Warehouse Services

Data Warehouse Svcs.	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Google (Powered by Envestnet)	1.08%	1.27%	8.26	7.92
Redshift (Powered by Orion)	0.85%	0.89%	7.50	7.04
Snowflake	0.66%	0.51%	7.79	8.13
Milemarker	0.23%	0.62%	8.00	7.67
The Oasis Group	0.09%	0.27%	9.00	8.13
Snowflake through Pershing Wove	0.09%	0.10%	7.00	6.33

	2025	2024
Total Category Market Penetration	2.87%	2.98%
Category Average Rating:	7.85	7.50

This may be the ultimate frontier category in the survey, with just under 3% aggregate market share (steady from last year), and so new that many advisors are challenged to get their head around it.

The concept is not complicated; having one central place where all client and firm data is stored, so that different solutions can access it as needed, and so that the firm can build custom features for serving clients and monitoring firm data on top of it.

In this frontier phase, the larger platforms are taking the lead, basically becoming value-added providers sitting on top of (and customizing) the underlying warehouse solution. Envestnet’s version of Google has the highest market share and an excellent user rating, but Orion’s service, and the Snowflake independent solution also achieved high user ratings.

Programs Respondents Are Considering	
Snowflake	18
Redshift (Powered by Orion)	15
Google (Powered by Envestnet)	11
Milemarker	9
The Oasis Group	4
Snowflake by Pershing Wove	4

Currently, there are no competitors to these data warehouse services, and therefore no blue box. The ‘considering’ numbers above suggest that advisory firms are in the early stages of exploring what may become a mainstream fintech configuration at some point in the future.

Cloud Hosting Solutions

Cloud Hosting Resources	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Google OneDrive	7.47%	7.27%	8.62	8.57
Visory	1.97%	1.89%	7.52	7.65
RIA in a Box - Itegria	1.27%	1.99%	7.33	7.60
Venn.com	0.80%	0.93%	6.24	7.41

	2025	2024	2023	2022
Total Category Market Penetration	11.42%	11.96%	10.97%	9.92%
Category Average Rating:	7.43	7.81	7.65	7.77

Is it fair to ask why advisory firms would want to pay for their software to be remotely hosted in a day and age when virtually all software solutions are accessed through the cloud? Nevertheless, this category’s market share has been remarkably steady over the years--although it may also be fair to question whether one advisory firm in nine is actually using a remote hosting solution.

Google has basically pre-empted the category, taking over market share from the firms that pioneered the service for the advisor community. Visory and Itegria offer other IT-related services that are undoubtedly more likely to grow than remote hosting, but this may be an accommodation for legacy customers.

Programs Respondents Are Considering	
Google OneDrive	16
RIA in a Box - Itegria	10
Visory	3
Elevated Technologies	2
Venn.com	2

The ‘considering’ list suggests a lack of enthusiasm for putting solutions accessed on the cloud into a remote server to be doubly accessed remotely.

The blue box of write-in services shows that a number of firms are using other non-profession-specific services like Microsoft and Amazon to host their software.

Other Programs Mentioned
Microsoft 365
Amazon Workspaces
CBIZ CompuData
Egnyte
Network Solutions
TenHats
cloudally
Digital Ocean
Rightworks
Tiny Frog
V2 Cloud

Cybersecurity Resources

Cybersecurity Resources	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
KnowBe4	7.28%	6.51%	8.14	8.43
Smarsh Entreda Unify	5.87%	11.93%	8.02	8.09
Advisor Armor	3.20%	2.23%	7.99	7.82
WebRoot	2.68%	2.81%	7.91	8.41
Visory	1.97%	2.02%	7.55	7.90
Erado	1.46%	2.40%	7.52	7.80
Buckler	0.66%	0.17%	7.50	8.40
FCI	0.47%	0.38%	9.10	8.27
Wizer	0.38%	NA	8.63	NA
Alles Technology	0.28%	NA	7.67	NA
cleverDome	0.14%	0.24%	7.33	7.86
Fidelity/ArmorBlox	0.14%	0.17%	5.33	6.00
Black Cloak	0.09%	NA	9.00	NA

	2025	2024	2023	2022
Total Category Market Penetration	21.19%	25.57%	24.33%	22.45%
Category Average Rating:	7.80	8.08	8.25	7.79

The market share numbers suggest that only one of five firms in the advisor community are using professional cybersecurity tools (of varying quality) customized to the advisor marketplace. Is it really possible that four-fifths of advisory firms are relying on a local tech person (or firm) to outwit the teams of professional hackers employed by hostile foreign governments?

Looking at the ratings, we can see that the top 10 solutions, and 12 out of 14, received very high user ratings, consistent with last year's survey. Smarsh Entreda Unify, despite a consistent 8.00+ user rating, lost market share, and KnowBe4, with a slightly higher user rating, rose to the top, working with a little more than 7% of our respondent population. Advisor Armor gained market share, but most of the rest slipped a bit. FCI and Buckler may be the most comprehensive solutions here; FCI (user rating of 9.10) is a consulting partner that tests, evaluates, recommends and imple-

ments cyber solutions where needed, basically plugging holes the local IT people may not be aware of. Buckler provides an easy-to-access list of cyber-related compliance requirements, plus a database of vendor security attestations.

Keep an eye on Alles Technology, new to the category, but impressively comprehensive as a cyber-first IT provider specifically for the advisor community.

Visory is an IT provider that offers cyber-protection as a part of a more comprehensive engagement, a rare IT firm specific to the profession. Advisor Armor may be the up-and-comer in this category; the program provides both cyber services and regulatory advice and coverage that addresses questions when the SEC or FINRA examiners are probing your firm's cyber diligence.

Smarsh Entreda Unify is the leader among services that our respondents are considering (yellow box), followed by AdvisorArmor, WebRoot, KnowBe4 and Erado.

Programs Respondents Are Considering	
Smarsh Entreda Unify	17
Advisor Armor	12
WebRoot	9
KnowBe4	8
Buckler	6
Alles Technology	5
Black Cloak	4
Erado	3
Agio	3
Wizer	3
FCI	3
Fidelity/ArmorBlox	2

The blue box of write-in programs offers a list of cybersecurity resources on the open market, most of them focused on protection from viruses and malware, which is definitely NOT comprehensive cybersecurity protection.

Other Programs Mentioned
Huntress
Mtradecraft
PII Protect
Adelia Risk Associates
BitDefender
Arctic Wolf
Bitlocker
Ironscales
ProofPoint
TenHats
Upfort

Compliance Resources

Compliance Resources	Market Share	Average Rating
Smarsh Entreda Unify	10.67%	7.68
RIA in a Box	6.95%	7.13
SmartRIA	6.06%	7.29
Orion Compliance	4.23%	7.47
CompliSci	2.91%	7.61
ComplianceAlpha Reg Tech	0.56%	7.50
STAR Compliance	0.52%	7.64
Greenboard	0.33%	8.57
Hadrius	0.28%	8.00

2025

Total Category Market Penetration	28.34%
Category Average Rating:	7.47

This was intended to be a list of broad compliance services, but somehow cyber compliance came to the fore, as Smarsh gained the most market share votes in the category. But RIA in a Box and SmartRIA--both traditional compliance vendors--each work with 6-7 percent of the market.

Programs Respondents Are Considering	
RIA in a Box	31
Smarsh Entreda Unify	25
Orion Compliance	21
CompliSci	20
SmartRIA	15
Greenboard	10
Hadrius	5
ComplianceAlpha Reg Tech	3

Other Programs Mentioned
AdvisorAssist
Advisor Law
RIA Registrar
RIA Compliance Consultants
ACA Compliance
Global Relay
MirrorWeb
My Compliance Office
CS2 Compliance
Synergy RIA
Archive Intel
Ascendant Compliance
Integrity Compliance
Investipal
Results
Complect
Just Compliance
Advanced Regulatory Compliance
BasisCode

Orion Compliance, the compliance management software that is integrated into the broader platform, rounds out the top four, and achieved a respectable 7.47 user rating. The firm to watch is Greenboard, which uses advanced AI tools to compile, search and monitor the various things that the SEC requires. Notice the 8.47 user rating.

RIA in a Box leads a tight group for the top of the 'considering' list, and the reader can see an unusually long list of other providers (blue box, left) in the compliance space.

Social Media Archiving Resources

Social Media/Text Archiving Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
MyRepChat	12.50%	8.84%	7.82	7.57
Smarsh	11.18%	16.11%	8.15	8.02
Global Relay	7.71%	7.88%	7.72	7.98
XY Archive	3.20%	3.70%	8.31	8.45
Redtail Speak	3.05%	1.75%	7.55	7.53
Erado	2.16%	4.22%	8.15	7.73
Proofpoint SocialPatrol	2.11%	2.67%	8.09	8.19
Message Watcher	1.60%	1.10%	8.21	8.63
RegEd	1.50%	2.67%	8.03	7.85
Hearsay Social	0.99%	1.20%	6.86	6.14
ArchiveIntel	0.94%	NA	8.50	NA
Page Freezer	0.80%	0.51%	7.06	7.20
Patrina	0.33%	0.45%	8.29	8.69
CurrentClient	0.28%	NA	9.67	NA

	2025	2024	2023	2022
Total Category Market Penetration	37.45%	39.90%	40.77%	35.44%
Category Average Rating:	7.87	7.82	7.99	8.04

The solutions here are fundamentally compliance tools in this new age of digital marketing; they record changes in the website, texts to/from clients and social media postings.

MyRepChat gained market share and took over the top spot with a very good average user rating, but somehow Smarsh lost market share with a better (8.15) one.

XY Archive, one of the more robust solutions, inexplicably lost market share for the second year in a

Programs Respondents Are Considering	
MyRepChat	49
Smarsh	39
Redtail Speak	31
Global Relay	18
Hearsay Social	9
Erado	8
ArchiveIntel	7
Proofpoint SocialPatrol	7
CurrentClient	6
XY Archive	5

Other Programs Mentioned
MirrorWeb
Results
RingCentral
Levitate
CellTrust
AppToTo
Zoom Workplace
RIA in a Box
ThetaLake
Archive Social
iMazing

row, but it consistently polls ratings 8.00. Proofpoint Social and Erado are other members of the 8.00+ club, along with Message Watcher. Redtail Speak's market is up over last year.

The blue box of services that advisors are considering includes compliance consulting firm RIA in a Box, while RingCentral and Zoom workplace record texts and Zoom calls, respectively.

Digital Marketing Tools - Lead Capture

Digital Marketing Tools - Lead Capture	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
FMG Twenty Over Ten/MarketingPro	9.77%	10.90%	8.09	7.87
Snappy Kraken	4.84%	3.94%	6.72	7.02
Nitrogen	4.79%	4.35%	7.74	6.88
Broadridge AdvisorStream	2.77%	3.63%	7.19	7.15
Levitate AI	2.63%	1.71%	8.23	8.16
Ramsey Solutions SmartVestor	1.32%	1.17%	6.39	6.56
Wealthtender	1.13%	1.10%	7.96	8.03
FP Alpha Prospect Accelerator	0.70%	0.72%	8.47	8.33
Catchlight Systems	0.61%	0.48%	7.23	7.14
Zoe Financial	0.56%	1.17%	3.92	5.88
AdvisorCRM	0.33%	NA	7.29	NA
Fynancial	0.23%	NA	8.60	NA
Intention.ly Brand Builder	0.14%	NA	9.67	NA
Outbound Engine	0.09%	0.10%	5.00	6.33

	2025	2024	2023	2022
Total Category Market Penetration	23.36%	23.11%	22.06%	28.97%
Category Average Rating:	7.19	7.32	7.04	6.98

Market share is flat, user ratings are down slightly; this category somehow has not captured the market share one would expect in the digital marketing age. FMG holds a lead, sporting an 8.00+ user rating, ahead of closest competitor Snappy Kraken--which gained market share over last year.

Nitrogen might be inappropriate for this category, as it is primarily a 'close' tool. Moving down the list, FP Alpha's Prospect Accelerator earned an 8.47 user rating, above 8.0 for the second year in a row. The most innovative solution is Catchlight Systems, which gathers thousands of data points from around the web to build ideal client profiles and identify which people in a contact list are most likely to become clients.

Snappy Kraken may not be the market leader, but it has been the most popular program in the 'considering' category--slightly head of FMG's two lead capture solutions.

The blue box of write-in solutions includes SmartAsset, which is a popular lead capture solution similar to Zoe and Ramsey SmartVestor, and should be included in our instrument next year.

Programs Respondents Are Considering	
Snappy Kraken	39
FMG/Twenty Over Ten/MktingPro	34
Nitrogen	30
Levitate AI	23
Broadridge AdvisorStream	15
Catchlight Systems	9
Wealthtender	9
FP Alpha Prospect Accelerator	8
Zoe Financial	7
Intention.ly Brand Builder	7
Fynancial	6
Ramsey Solutions SmartVestor	4
AdvisorCRM	3

Other Programs Mentioned
Hubspot
SmartAsset
Investpal
Cognito Forms
SugarMarket

Digital Marketing Tools - Content Providers

Digital Marketing Tools - Content	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
FMG/Marketing Pro	12.88%	15.43%	7.89	7.83
Broadridge Advisor Resource Center	3.85%	5.11%	7.24	7.31
Clearnomics	1.88%	1.34%	8.70	8.26
eMoney Lead Capture/Bamboo	1.27%	1.58%	6.07	6.48
Orion Market*r	0.42%	0.45%	6.56	5.85
Catchlight Systems	0.33%	0.34%	6.14	6.90
Financial Media Exchange	0.19%	0.31%	6.25	5.33
TIFIN Clout	0.19%	0.21%	7.50	6.83

	2025	2024	2023	2022
Total Category Market Penetration	18.80%	22.35%	23.87%	28.97%
Category Average Rating:	7.48	7.47	7.41	6.98

This is a rare category that is leaking market share, and in the age of AI-generated content, that trend may continue. Advisors who do use these services may use different tools for different purposes.

FMG offers a content library but also provides real-time responses to market events and headlines, and it is becoming a leader in AI implementation. Broadridge provides access to a huge (technical) content library. eMoney’s Bamboo product mostly focuses on elegantly communicating the benefits of financial planning, while Catchlight Systems uses machine learning and AI to help advisors discover the target market hidden in their client base, search the Internet for others like them and score existing prospects in the pipeline on their likelihood to become clients.

For the second year in a row, Clearnomics won the user rating award, with an 8.70 score. Advisors who aren’t allowing AI to write their content might consider adding Clearnomics to their marketing toolkit.

FMG gets the most attention from advisors who are considering a digital marketing content solution, followed by Clearnomics and eMoney’s Bamboo service.

The blue box of write-ins includes AdvisorStream, which we think of as a lead capture solution; it provides access to the content of popular publications in a variety of topics.

Programs Respondents Are Considering	
FMG/Marketing Pro	35
Clearnomics	13
eMoney Lead Capture/Bamboo	12
Broadridge Advisor Resource Center	11
Catchlight Systems	11
Orion Market*r	9
Make it a Great Day	6
TIFIN Clout	3
Financial Media Exchange	3

Other Programs Mentioned
Levitate
AdvisorStream
Bento Engine
Horsemouth
Hubspot

AI: Search and Generative Language

AI - Search and Generative Language	Market Share	Average Rating
ChatGPT	35.71%	8.07
Microsoft Copilot	12.12%	7.39
Google Gemini	6.86%	7.38
Perplexity	6.06%	8.26
Anthropic (Claude.AI)	3.29%	8.10
Apple Intelligence	2.58%	6.38
Samsung AI	0.42%	5.33

2025

Total Category Market Penetration	41.78%
Category Average Rating:	7.60

It's interesting that more than 40% of advisors report that they use one of the AI programs in their business lives--and often more than one, as you can see by comparing the sum of the individual market shares with the total category penetration. We doubt it will be long before this category's market penetration figure rivals CRM and Financial Planning.

No surprise: ChatGPT is the most-often-cited tool, and notice that advisors gave it an 8.07 rating. Copilot, in second place, is also powered by OpenAI, but they are not the same. The real surprise is that more advisors aren't using Gemini, Perplexity or Anthropic--tools which make it easier for them to process data and help them brainstorm.

Programs Respondents Are Considering	
Microsoft Copilot	97
ChatGPT	74
Google Gemini	52
Anthropic (Claude.AI)	37
Apple Intelligence	35
Perplexity	22
Samsung AI	2

The yellow box suggests that Copilot might gain market share, but really there is interest in all of these new solutions.

Are we the only ones who have never heard of any of the write-in solutions that advisors contributed to our blue box list?

Other Programs Mentioned
Grok
Jump AI
Zocks AI
AdvisorX AI
Jasper
Wealth Management GPT

AI: Graphics

AI - Graphics	Market Share	Average Rating
Canva	9.63%	8.14
Adobe Firefly	1.55%	6.58
Pixlr	0.28%	8.17
Leonardo.AI	0.23%	7.20
Domo	0.19%	6.50
Desigtns.ai	0.14%	7.33
Chatbotapp.ai	0.09%	7.00
Designs AI	0.09%	4.00

2025	
Total Category Market Penetration	11.37%
Category Average Rating:	7.32

We included this category because it's another popular use case for AI, not because we think financial planning professionals are looking to become graphic designers.

The list is dominated by Canva, which also happens to be the most popular program in the consumer market--and was the generator of the cover of this report (albeit with a *very* generous amount of prompting). Pixlr achieved a very satisfactory user rating despite its low market share.

Programs Respondents Are Considering	
Canva	35
Adobe Firefly	19
Pixlr	6
Chatbotapp.ai	4
Leonardo.AI	4
Desigtns.ai	3
Designs AI	3
Domo	2

The yellow box shows that the market share leaders are also the AI solutions that are most-often under consideration from advisors who are still exploring the AI(space.

Scheduling Apps

Scheduling Apps	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Calendly	29.84%	25.95%	8.58	8.59
Outlook Calendar	16.21%	20.77%	8.08	8.06
OnceHub	4.75%	NA	8.06	NA
Microsoft Bookings	4.28%	2.71%	7.10	7.39
Redtail Scheduler	2.26%	4.11%	7.67	7.93
Acuity	1.83%	2.26%	8.44	8.29
HubSpot	1.27%	1.03%	8.04	7.67
Greminers	1.22%	NA	8.42	NA
TimeTrade	0.47%	0.86%	7.60	7.12
YouCanBook.me	0.14%	0.27%	9.00	6.75

	2025	2024	2023	2022
Total Category Market Penetration	50.56%	50.19%	51.68%	47.23%
Category Average Rating:	8.05	7.85	7.74	7.64

Only about half of advisory firms are using scheduling apps that allow their clients to book meetings online into their schedule. More than half of those are using Calendly, another 16% or so are using their Outlook system, and newcomer OnceHub--a leading vote-getter in the 'other' box last year, comes in third place with a 4.75% market share. All three earned user ratings above 8.00.

The Redtail Scheduler saw a drop in market share, but this may be an artifact of the demographic shift in our survey respondents.

Based on the unusually high response in the 'considering' table, it looks like this category could finally experience another jump in market penetration in the coming year, comparable to the Covid-induced bump from 2021 to 2022. We'll see...

Looking at the blue box of 'other' products mentioned, we see a variety of alternatives to the mainstream solutions, including the consumer-popular Google Calendar and ScheduleOnce.

Programs Respondents Are Considering	
Calendly	123
Microsoft Bookings	43
Redtail Scheduler	36
Outlook Calendar	25
GReminders	18
HubSpot	12
OnceHub	9
Acuity	5
TimeTrade	2

Other Programs Mentioned
AppToTo
Google Calendar
ScheduleOnce
Greminers
TidyCal
Zoho Bookings
Calendar.com

Password Management Tools

Password Management Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
LastPass	21.43%	21.25%	8.28	8.36
1Password	7.94%	5.52%	9.00	9.01
Dashlane	4.65%	4.63%	8.62	8.90
Keeper	4.42%	3.53%	8.88	8.61
RoboForm	2.77%	2.95%	8.69	8.90
Bitwarden	2.21%	1.58%	9.11	9.11
Norton Password Manager	1.64%	1.03%	7.66	8.50
Okta	1.46%	0.96%	7.84	7.86
Encrypted Evernote/Word/Excel File	1.13%	0.82%	8.33	8.21
PassKey	0.75%	0.27%	8.06	8.38
KeePass	0.23%	0.41%	6.00	8.50
SplashID	0.23%	0.31%	8.20	8.56
TrueKey	0.19%	0.14%	7.25	8.00
Password Boss	0.19%	0.10%	7.50	8.33
Kaspersky Password Manager	0.14%	0.24%	5.67	8.50
Zoho Authenticator	0.14%	0.12%	7.00	8.75
PasswordSafe	0.09%	0.14%	7.50	10.00

	2025	2024	2023	2022
Total Category Market Penetration	46.05%	41.24%	41.98%	37.98%
Category Average Rating:	8.45	8.61	8.57	8.18

Advisors are easy to please when it comes to password management solutions, which are a key cyber component of their office processes. The aggregate user rating annually approaches perfection, and market share has picked up year over year.

Among the many competitors in this category, LastPass is once again dominant, with its 8.28 rating and more than 20% market share.

1Password, Dashlane, Keeper and RoboForm all have decent market share, all with very high user ratings, consistent with last year's survey. 1Password and Bitwarden achieved the 9.00+ ratings for the second year in a row.

The write-in programs (blue box) show that, even though we included 18 different programs (which seems like overkill), there are a lot more available in the marketplace that fill a similar role.

Other Programs Mentioned
Nordpass
Passportal
Apple Password Manager
Chrome
Google Password
Jumpcloud
MSecure

Videoconferencing/Remote Meeting Tools/Services

Videoconferencing Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Zoom	54.65%	55.91%	8.72	8.74
Microsoft Teams	36.04%	32.29%	7.71	7.79
Google Meet	9.16%	5.52%	7.73	7.43
WebEx	7.33%	7.61%	6.24	6.86
GoToMeeting	6.67%	8.81%	6.46	6.64
RingCentral	5.45%	5.31%	6.61	7.06
FaceTime	2.02%	2.16%	6.81	7.57
Skype	0.94%	1.41%	4.80	6.68
Facebook Messenger	0.47%	0.75%	4.50	6.36
Bluejeans	0.09%	0.31%	2.50	5.00

	2025	2024	2023	2022
Total Category Market Penetration	68.09%	66.82%	68.36%	64.85%
Category Average Rating:	6.89	7.24	7.98	7.13

Are we permitted to disbelieve our own data? It's hard to believe the market penetration number listed here; the more likely case is that 95+ percent of advisory firms are meeting with clients remotely (confirmed, as we'll see on a later page), and many are managing remote workers via remote meeting platforms. The rankings and market shares listed are better viewed as comparative rather than definitive.

Other Programs Mentioned
Dualpad join.me vonage

Zoom continues to be the market share leader by a wide margin, and its 8.72 user rating--consistent with the previous two years--indicates an extraordinarily high satisfaction level. It's the easiest solution to use, although Microsoft Teams, in second place, employs better security protocols--and because it is included in many Office subscriptions, it represents a convenient option for advisors and clients.

Google Meet raised its market share to move into third place, while, WebEx and GoToMeeting saw market share declines that may simply be white noise in the data.

The blue box, where the survey participants listed 'other' services they were using that we didn't ask about, includes a few solutions that most advisors are probably not familiar with. This is a category where market share means familiarity, which means accessibility and a high likelihood that the invited other meeting party will have this software on their desktop.

Transcription/Text Capture Services

Transcription/Text Capture Services	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Jump	8.36%	NA	8.61	NA
CopyTalk	3.20%	3.57%	7.51	7.47
OtterPilot	2.30%	1.58%	7.82	7.78
Mobile Assistant	2.11%	3.46%	7.64	8.32
FinMate AI	0.75%	NA	7.38	NA
GReminders	0.52%	NA	7.73	NA

	2025	2024	2023	2022
Total Category Market Penetration	15.84%	8.67%	7.16%	8.28%
Category Average Rating:	7.78	7.86	8.02	7.99

A new AI entrant to this category--Jump--burst on the scene and doubled its aggregate market share, in the process earning the highest user rating as well. We've see this story before; a new solution re-energizes a category whose market penetration had barely budged for years.

CopyTalk has been a reliable time-saving way for advisors to dictate meeting notes, and it sits in second place, followed by OtterPilot and Mobile Assistant; the former Big Three is now a strong second tier, all with excellent user ratings.

The 'considering' chart tells a story; Jump has captured the attention of the marketplace. It will be interesting to see how the competitors incorporate AI capabilities in their toolkits and ride the new wave of attention toward this time-saving feature set.

Turning to the blue box of write-in ballots, we find a variety of dictation services on the market--including automated dictation resources like Dragon and Fireflies.

Programs Respondents Are Considering	
Jump	108
CopyTalk	27
Mobile Assistant	19
OtterPilot	13
FinMate AI	11
Greminders	7
SpeakWrite Transcription Services	3

Other Programs Mentioned
Zocks AI
Fireflies.ai
Dragon NaturallySpeaking
Fathom
Pulse360 Capture Genius

Miscellaneous Tools

Miscellaneous Tools	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
fpPathfinder	13.06%	11.90%	8.09	8.01
StockOpter	1.08%	1.10%	7.04	7.31
Sora Finance	0.80%	0.21%	7.59	8.00
Orion Automated Account Solutions	0.75%	0.79%	6.50	7.70
Absolute Engagement	0.75%	0.41%	8.25	9.00
As You Sow	0.61%	NA	8.38	NA
NEXA Insights	0.19%	0.10%	8.75	9.33
Cash Flow Mapping	0.19%	0.21%	7.25	6.00
InterGen Data	0.19%	NA	8.25	NA
Practice Intel	0.14%	NA	6.67	NA
SEI LifeYield Asset Location	0.14%	0.14%	9.67	5.25
Iconic	0.09%	NA	10.00	NA
Optivice	0.05%	NA	3.00	NA

	2025	2024	2023	2022
Category Average Rating:	7.64	7.49	7.74	7.38

This is where we place unique solutions that don't yet have enough competitors to make up a category. The average rating doesn't mean very much for this section because the programs all do different things.

fpPathfinder finds itself on top of the category once again with an excellent user rating; it's the best process checklist provider in the advisor space. Note its 8.09 user rating, consistent with last year's.

StockOpter is still the only stock option planning tool that we're aware of in the marketplace. Sora Finance uniquely allows advisors to extend their advice to the debt side of their balance sheets--while also providing automated search tools for the best loan rates.

Orion Automated Account Solutions is the platform's client onboarding tool--and fits a category that we've long considered adding to the survey.

Absolute Engagement is the leading client satisfaction survey tool, with detailed analytical features that allow advisors to quickly and easily get customized feedback from their clients. Its 8.25 rating is consistent with last year's 9.00 satisfaction rate.

As You Sow is the most robust shareholder engagement and proxy voting solution in the advisor marketplace; its 8.38 rating suggests that it will gain traction among advisory firms that want to tame the complexities of voting clients' shares in proxy votes.

Programs Respondents Are Considering	
fpPathfinder	28
Cash Flow Mapping	10
Orion Automated Account Solutions	6
Sora Finance	5
Absolute Engagement	4
As You Sow	4
LemonadeLXP	4
StockOpter	3
SEI LifeYield Asset Location	3

No surprise that fpPathfinder is getting the most attention from the advisor community, but the other solutions seem to be flying under the radar. It's possible that SEI LifeYield Asset Location will pick up market share now that it's part of the custodial platform, and it certainly won't be hampered by its 9.67 user rating.

The 'other' (blue box) in this category was tamer than usual this year. visiWealth provides creative graphic explanations, flowcharts and illustrations that help clients understand complex planning topics. Monarch Money bills itself as a personal AI assistant for consumers in their financial lives. A planning robo?

Other Programs Mentioned
Monarch Money visiWealth

Custodial Platforms

Custodial Platforms	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
Schwab - Advisor Center	45.54%	38.43%	7.64	7.27
Fidelity - Wealthscape	18.47%	16.66%	7.69	7.87
Pershing - NetX360+	7.33%	9.46%	6.97	6.93
Altruist	6.25%	2.85%	8.24	8.51
SEI - Wealth Platform	2.91%	3.98%	8.40	8.09
Interactive Brokers	2.58%	1.51%	6.85	6.27
Betterment for Advisors	1.69%	1.17%	7.00	6.82
Raymond James - Advisor Access	1.46%	1.13%	8.03	7.39
TradePMR - Fusion	1.13%	1.17%	8.17	8.91
Goldman Sachs - Advisor Solutions	0.99%	0.72%	6.90	6.86
Axos Advisor Services - Liberty	0.80%	1.06%	6.76	8.00
RBC Wealth - RBC Nexus	0.47%	0.62%	7.00	7.61
APEX Clearing	0.38%	0.31%	6.75	5.78
Equity Advisor Solutions - Orion	0.14%	0.21%	4.67	6.00

	2025	2024	2023	2022
Category Average Rating:	7.52	7.34	7.75	7.41

We don't believe our survey is an accurate gauge of market share for the largest competitors; here, the ratings are more important. We averaged all of them for the category rating.

Among the three largest custodians, Schwab and Pershing raised their user ratings, Schwab notably so after a rough year of incorporating the TD Ameritrade cohort of advisors into the fold. Schwab and Fidelity have traditionally earned higher ratings among the firms that custody with them than Pershing, but whether this reflects the technology or the service is not easy to determine. Pershing's affiliated advisor offices tend to be larger, and may just be harder to please.

Altruist and SEI form a second tier, and their user ratings were extraordinary; 8.24 and 8.40 respectively. Both have embraced an expansive concept of the custodial platform, meaning that they provide features that the Schwab, Fidelity and Pershing-affiliated firms would have to buy separately.

TradePMR, now part of the Robinhood organization, takes a similar approach with a broader feature set, and annually its user rating is at or near the top of the category. The Raymond James platform for advisors earned an excellent 8.03 rating this year.

Although we're not convinced that the market share numbers for the three largest custodians are indicative of their relative size, we can look down the list to gain clues as to who is gaining or losing traction. Altruist clearly expanded its footprint in the marketplace over last year, in part due to its acquisition of Shareholders Service Group.

Interactive Brokers, Betterment for Advisors, the Raymond James independent advisor platform and Goldman Sachs' platform for independent advisors all seem to be growing--at a more incremental pace.

Once again, we asked the participants in our survey whether they planned to change their custodian or add a new custodial relationship in the next 18 months. We correlated those responses with the custodial firm that the advisors had rated (and were, therefore, custodialing at), and produced the chart to the right, which offers an indication of how sticky the relationships with the larger firms are currently.

What this tells us is that 10-20% of advisory firms are currently looking beyond their current custodial relationship. It's obviously not clear whether this represents dissatisfaction or opportunity--the chance to move to one of the more expansive custodial feature sets or an escape from an inferior experience.

In the past, the broker-dealer firms would poach offices from each other in a competitive recruiting landscape. Are we entering a similar stage in the independent custodial marketplace?

Do you plan to change your custodian or add a new custodial relationship in the next 18 months?	
	Yes
Schwab-affiliated advisors	13.83%
Fidelity-affiliated advisors	11.45%
Pershing-affiliated advisors	18.59%

Broker-Dealer Platforms

Broker-Dealer Platforms	Market Share	2024 Mkt Share	Avg. Rating	2024 Avg Rating
LPL Financial - ClientWorks	5.03%	6.83%	7.22	7.75
Cambridge - Advisor Workstation	1.46%	1.65%	6.39	7.27
Commonwealth Financial - Advisor360	1.13%	0.75%	8.42	8.09
Cetera Adv. Networks - SmartWorks	1.03%	2.33%	6.55	7.19
Raymond James - Advisor Access	0.94%	0.69%	7.15	7.60
Kestra - AdvisorComplete	0.94%	0.69%	7.40	8.45
Royal Alliance Associates - Vision 2020	0.61%	1.23%	6.08	6.67
RBC Wealth - RBC Nexus	0.42%	0.55%	6.00	7.63
Wells Fargo - Smartstation	0.33%	0.72%	4.29	6.10
Securities America - Advantage Workstation	0.28%	0.75%	6.00	5.91
Ameriprise Financial - PracticeTech	0.28%	0.51%	3.00	5.00
Lincoln Financial Network - AdviceNextSM	0.28%	0.48%	4.17	7.29
MML Investor Svcs - Advisor 360	0.28%	0.14%	4.83	7.50
AXA Advisors - Branchnet	0.14%	0.27%	1.33	5.88
Northwestern Mutual - NM Connect	0.14%	0.14%	4.33	7.00
Voya - SmartWorks	0.14%	0.14%	4.00	5.00

	2025	2024	2023	2022
Category Average Rating:	5.45	6.90	7.10	6.59

Here again, the ratings mean more than market share. It's interesting to note that always, every year, the aggregate (and, of course, individual) broker-dealer ratings fall significantly lower than the independent custodial ratings.

Of course, there are exceptions; Commonwealth's Advisor360 platform, which is also marketed independently, lives annually in the 8.00+ club (8.52 this year). After that, the largest BD platforms--LPL, Cambridge, Cetera, Kestra and Royal Alliance--all

posted user ratings that would be considered below average in most of the other categories.

If you look further down the chart, you will encounter shockingly low user ratings for many of the BD software platforms. It should be noted that these are coming from a small number of respondent 'voters,' where a few discontented reps can drag down the ratings. Nevertheless, there were low market share responses in all of the other categories, and very few produced ratings in the 1-5 range.

Tech Trends in the Profession

Which of these technologies is your firm...	Currently Using?	2024	2023	2022
2-Factor Identification	94.63%	92.14%	89.82%	87.79%
Client-Facing Portal	81.23%	82.38%	76.43%	72.20%
Mobile App	62.17%	61.89%	53.97%	53.44%
Video Conferencing	94.35%	91.24%	92.41%	91.35%
Firm Website Traffic Analysis	64.21%	64.00%	52.23%	50.31%
Social Media Management Tools	56.14%	55.37%	45.00%	44.37%
Mobile Messaging/Texting Tracking	55.26%	60.81%	41.67%	34.97%
Podcast	23.51%	23.05%	12.30%	11.75%

Here's a quick snapshot of trends: what technology solutions are advisory firms adopting in their day-to-day operations? Which business tech is being routinely incorporated into their day-to-day operational lives? And how does this compare with usages in the past?

Nearly all advisors are using 2-factor authentication protocols, and the adoption rate has increased over the years. Good; we can throw more confetti in the air.

81 percent of advisory firms are using some form of client-facing portal, but the growth there has stalled out, perhaps because most of the solutions are tied to a particular type of software: typically planning or asset management, and it's not easy to give clients a complete picture. The technology has evolved to become more user-friendly for advisory firms and (most importantly) fewer clients with each passing year are resistant to learning new tech in order to access the best vector of advisor communication.

It's surprising that only 62% of advisory firms are using mobile app technology, and not at all surprising that nearly all advisory firms are using video conferencing/remote meeting platforms. Our guess is that the other 6% simply forgot to answer this question.

Roughly two thirds of all survey respondents are accessing the web traffic analytics that are routinely (and easily) available through Google Analytics and a host of services like Adverity, Smartlook, Dreamdata, Morphio and others.

Once again, more than half of advisory firms in our survey are embracing the social media marketing challenge (using tools like Hootsuite, HubSpot and the features built into Salesforce Marketing Cloud). Surprisingly, our survey shows that more than half of firms are texting clients--an area that the SEC has recently shown interest in with its examination protocols.

At the bottom of the tech adoption scale is creating podcasts, which showed a significant increase last year but not much in the recent 12 months. .

Most Valuable Technology

Most Valuable Software Category	Avg. Rating
CRM	2.08
Financial Planning	2.64
Portfolio Management	3.04
Trading/Rebalancing	4.14
Investment Analytics	5.10
Risk Tolerance	5.30
Document Management	5.69

Every year, we ask our survey respondents to rank some of the more popular software categories, telling us which are most valuable to their business lives. They are invited to put the different solution categories in rank order, most valuable would get a 1 response, next most valuable would be rated a 2, and so forth down to seven. Lower scores are perceived to be more valuable than higher ones--although, of course, each of these categories is vital to the advisory firm tech stack.

The chart above shows the average ratings for each software category, and once again, CRM came out on

top, although CRM and financial planning achieved very similar ratings, in part because a surprising number of advisors gave CRM a 7, listed last. Is that because they don't use CRM solutions?

Not surprisingly, portfolio management is cited as the third-most-valuable software category, earning third place honors in most of the responses. Trading/rebalancing solutions finished fourth, and investment analytics and risk tolerance came in at a virtual dead heat. Document management, as a category, was considered least valuable by the aggregate respondents, but with a rating well above 7 overall.

Were any differences in opinion among advisors in different demographic categories? The chart below shows, in general, that advisors found their CRM solution to be incrementally more valuable as they gained experience in the marketplace and, to some extent, as their firms grow larger.

The smallest firms put more value on planning software than on a CRM solution, and the largest firms valued CRM, planning and portfolio management almost equally.

Portfolio management software was rated more important as firms grew larger, almost in lockstep with the size increments. The opposite was true of risk

tolerance solutions; they were deemed least valuable by the largest firms. The trading/rebalancing part of the tech stack grew in importance as firms grew larger.

These general rankings have been consistent through the life of the survey, although risk tolerance and document management switched positions this year over last.

Overall, our hypothesis has been that younger advisors and smaller firms put a greater value on the financial planning part of their tech stack, while larger firms and more experienced advisors have a tendency to give portfolio management and trading programs a higher ranking.

Breakdown of types of firms re: Most Valuable Technology						Risk	
	CRM	Planning	Port. Mgt.	Inv. Analytics	Doc Mgt.	Tolerance	Trading/Rebal
1-5 Years	2.47	2.18	3.12	4.96	5.47	5.65	4.16
6-10 Years	2.24	2.49	3.41	5.32	5.31	6.83	4.51
11-20 Years	2.04	2.55	3.02	5.23	5.36	5.69	4.10
20+ Years	1.96	2.81	3.02	5.09	5.24	5.69	4.17
Fee-only							
Dually-registered	1.71	2.63	3.37	5.06	5.32	5.28	4.63
Brokerage/Wirehouse	2.25	2.60	2.95	5.10	5.10	5.30	4.70
Below \$500,000							
\$500,000 - \$1 million	1.99	2.56	3.30	5.04	5.23	5.29	4.59
\$1-1.5 million	1.97	2.74	3.01	5.34	5.19	5.72	4.03
\$1.5-3 million	1.91	2.96	2.88	5.27	5.15	5.95	3.88
\$3-4 million	2.05	2.66	2.94	5.02	5.60	5.69	4.04
\$4-5 million	1.56	2.73	2.98	5.20	5.72	5.86	3.94
\$5-8 million	1.99	2.93	2.67	5.28	5.47	6.07	3.59
Over \$8 million	2.08	2.75	2.73	5.10	5.54	6.18	3.61

Final Thoughts

What did we learn from 151 charts and graphs, through 45 different software and solution categories?

The first impression of most readers is likely to be the sheer (overwhelming) number of solutions that are out there. But as a buyer's guide, the survey should open some eyes to new possibilities. We suspect that each category contains something that is well-suited to the needs of most firms, and an expanding number of categories means that advisory firms are able to do more with their tech stack than ever before.

Our guess is that virtually everyone reading this report is missing out on one or more tools that would be truly useful, because they either were not aware of them or were too busy to research this broad and extensive marketplace.

In some categories, the 'best' solutions may not be the ones with the highest market share. Readers are invited to look beyond the top of the market share rankings to consider whether there are higher user ratings of programs down the list.

For multiple years in a row, our survey respondents have provided incrementally higher user ratings for their fintech solutions. We can only speculate, but this may be due to the trend of increasing functionality, increased emphasis on better and more navigable interfaces into the feature set, more and tighter integrations--or all of the above. The software and solutions may just be getting better.

Past surveys have revealed incrementally higher year-over-year growth in market penetration for most categories, but this year we experienced kind of a stall, where the percentage of users was flat or even retreated a bit. This may be white noise in the data; it may reflect a shift in the respondent demographics, or it may mean that more firms paused the expansion of their tech stacks, in aggregate, in the past year.

This year, we added four new categories. Alternatives platforms were given their own category (something we probably should have done earlier), and the survey now includes compliance solutions, some of which are not strictly tech platforms, but have

tech components.

Other additions focused on AI: generative language and search, and graphics. Not surprisingly, the generative language category immediately jumped to nearly 50% in overall user ratings. We're frankly surprised it wasn't higher.

Like past surveys, this one saw challenges to the market share leaders and comprehensive platforms like Orion, Envestnet, Morningstar et al. But rather than diminishing the user bases of the established firms, the challengers--Altruist, Advyzon, YCharts, RightCapital, FP Alpha, Income Lab and Holisiplan--have broadened the overall market to a larger number of users.

And we're experiencing a new version of an old story, how one new program enters a category and re-energizes it. Jump's AI capabilities made this year's splash in the client onboarding and text capture categories.

Overall, this survey succeeds only if the data we've compiled here proves to be helpful to the fintech providers (comparing their market share and user ratings, noting the popular features of their rivals) and to the consumers of advisor fintech solutions: the advisor community itself.

We hope that this report will serve as a guide to the many possible ways that advisors can leverage technology to better serve their clients and enhance their office efficiency, and also as a small contribution to the continual positive evolution of the fintech space itself. We're gratified to be able to record that evolution in real time, year after year.

We extend our sincere thanks to everyone who contributed their data to the survey, and to everyone reading this report, and to all the fintech providers who contribute to the growing, increasingly powerful support ecosystem for the advisor community—and ultimately to the advisory firm clients who reap the benefits at the end of the chain.

Please turn to the next page and thank the sponsors of the 2025 version of our annual tech survey.

Our thanks to the 2024 T3/Inside Information Software Survey sponsors:



SEI's custodial platform uses the same infrastructure that the largest banks and institutions rely on, but it's layered with a broad range of tech applications tightly integrated into the custodial platform. This pioneering arrangement gives advisors all the trading, rebalancing, institutional-level portfolio reporting, client engagement tools and client portal functions they need to run their businesses. (<https://seic.com/>)



Advyzon is the all-in-one solution that was developed entirely in-house, so that the CRM, portfolio management/reporting, trading/rebalancing and document management functionality is tightly integrated and under one roof. The program features seamless integrations with financial planning and other leading software categories, and routinely achieves the highest user satisfaction ratings in its various categories. (<https://www.advyzon.com/main/index.html>)



FP Alpha is expertise in a box—advisors can scan client estate documents, tax returns and insurance policies, and FP Alpha's machine learning algorithms will pull out the insights and observations built into the program by 40 subject matter experts and professionals, prominently including advanced estate and tax planning. In all, the program offers expertise across 17 different planning disciplines, including various insurance coverages (auto, home/P&C etc.), property taxes, and student debt.

The highly-rated tax planning and estate planning modules are now available on a standalone basis, and many advisors use the prospector tool to generate leads and meetings. (<https://fpalpha.com/>)



Jump has taken the advisor marketplace by storm--by simplifying hours of work into minutes. It will record client meetings, transcribe them accurately, create summaries and task lists from the conversation, and put the summary into the client's CRM record. For meeting preparation, it will find scheduled meetings on your calendar, search for the most recent meeting summaries, and create a proposed agenda.

(<https://jumpapp.com/>)



Orion Advisor Solutions is the fintech market leader in a variety of categories: CRM, portfolio management and reporting, rebalancing and tax-loss harvesting--and it includes nearly all aspects of an advisory firm tech stack. The company has taken the traditional all-in-one concept to entirely new levels.

(<https://orion.com/advisor-tech>)