

# Executive Summary

Survey : "Taking the -eck!- Out of Advisor Tech"

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\*\* Report with more survey results to be released in March 2013 \*\*



# Survey Purpose & Methodology

- Purpose

- This survey was designed to better understand advisors':
  - Business goals and strategies
  - Technology plans and goals
  - Challenges and opportunities
  - Growth plans for 2013

- Methodology

- Blueleaf conducted this national online survey starting December 2012 and closing in early February 2013.

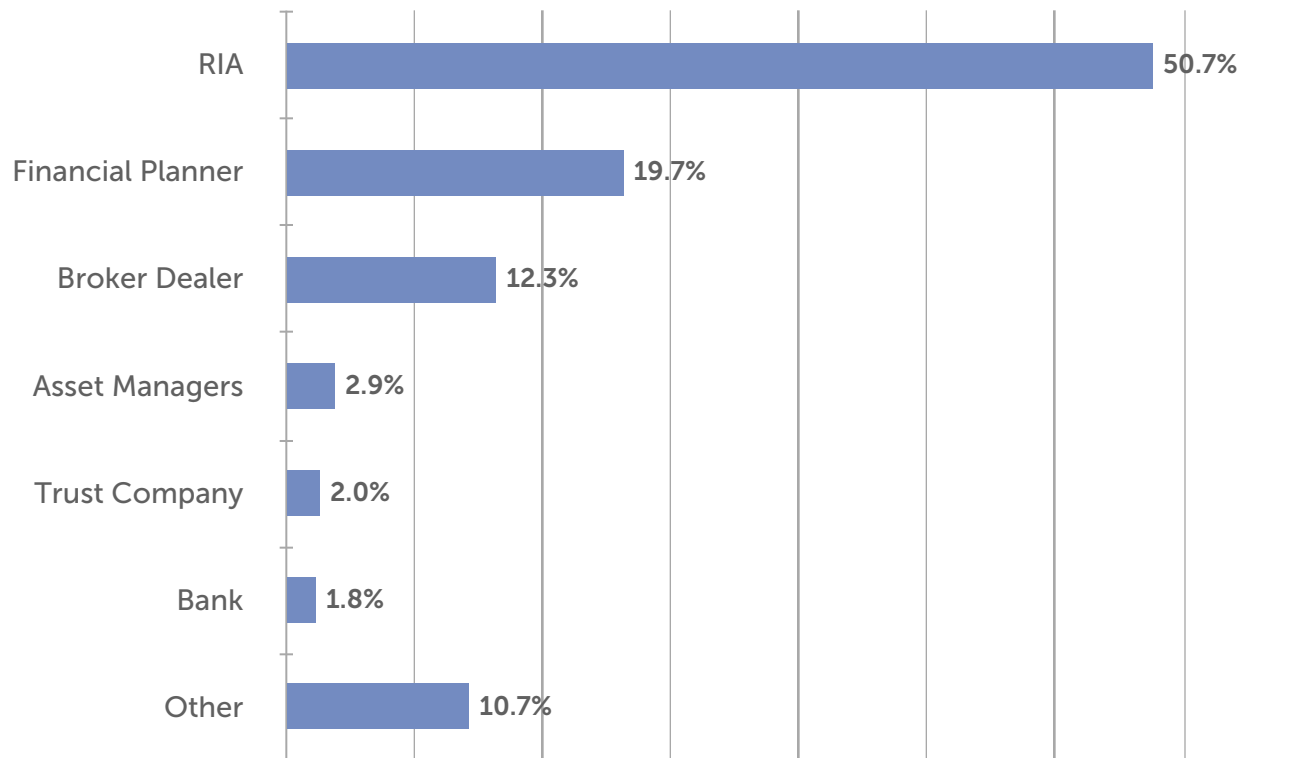
The survey was conducted with the help of Orion and MoneyGuidePro.



# Respondent Profiles

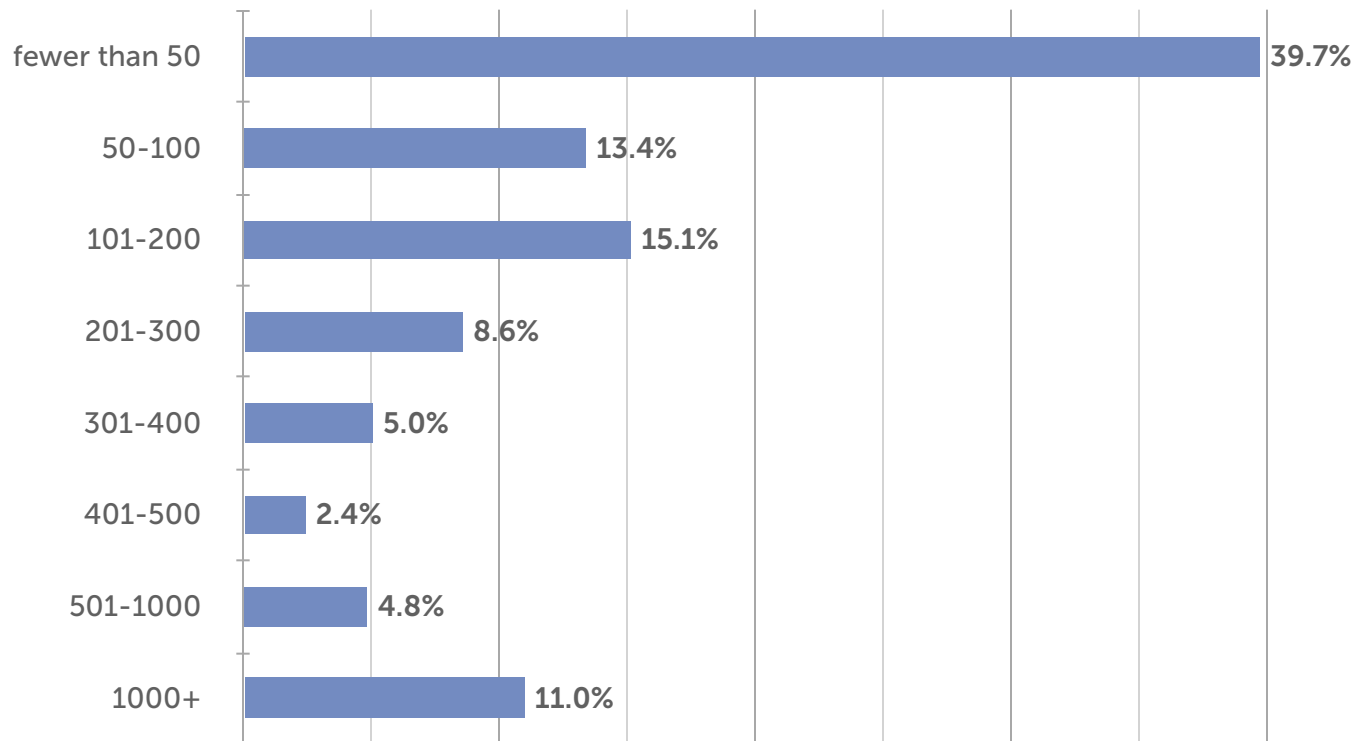
# More than 50% of Respondents are RIA's

"What best describes your firm?"



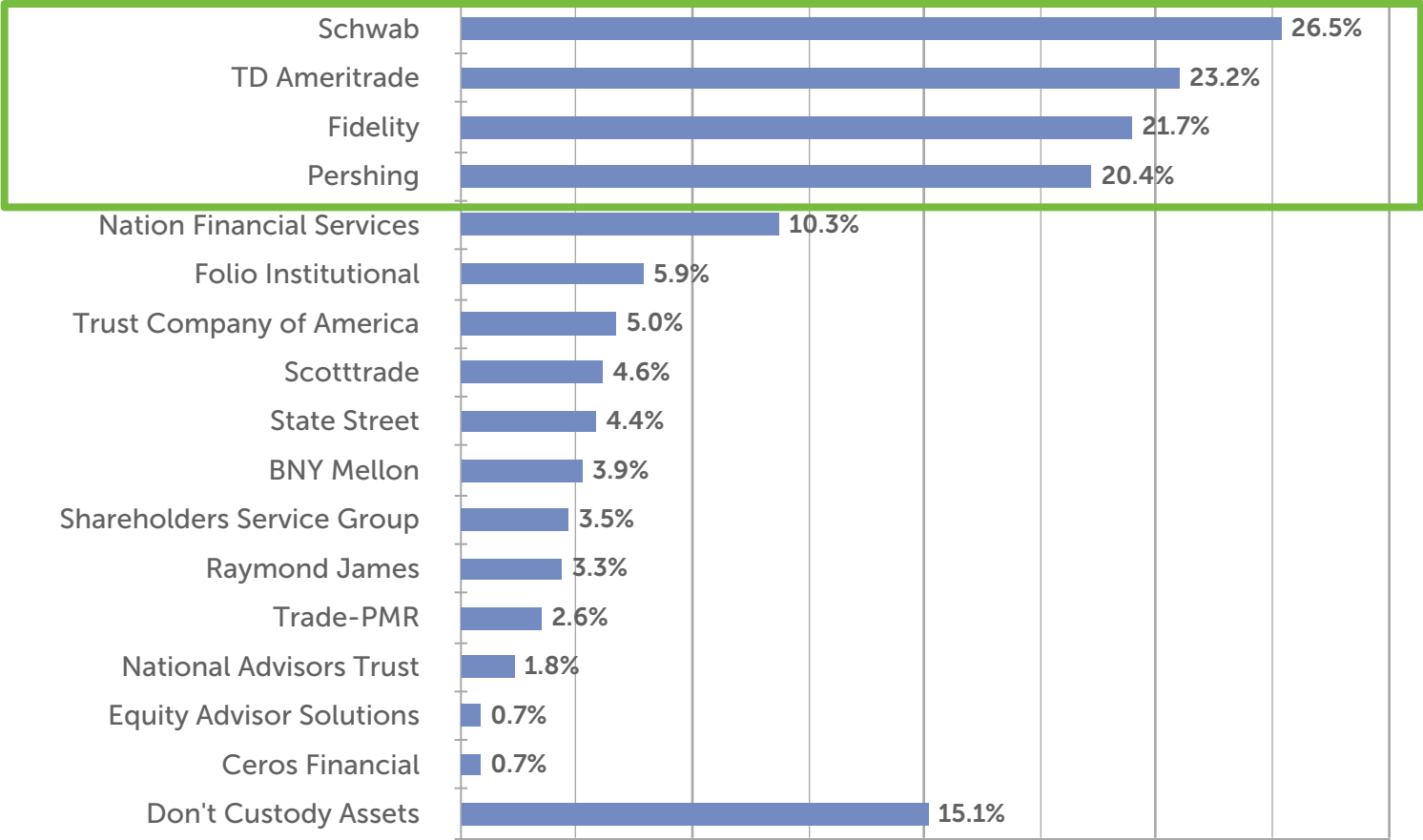
# The Majority of Respondents Service Fewer than 200 Clients

"How many clients does your firm serve?"



# Each of the Top 4 Custodians are Used by More than 20% of Respondents

“What custodian(s) does your firm use? (Select all that apply.)”

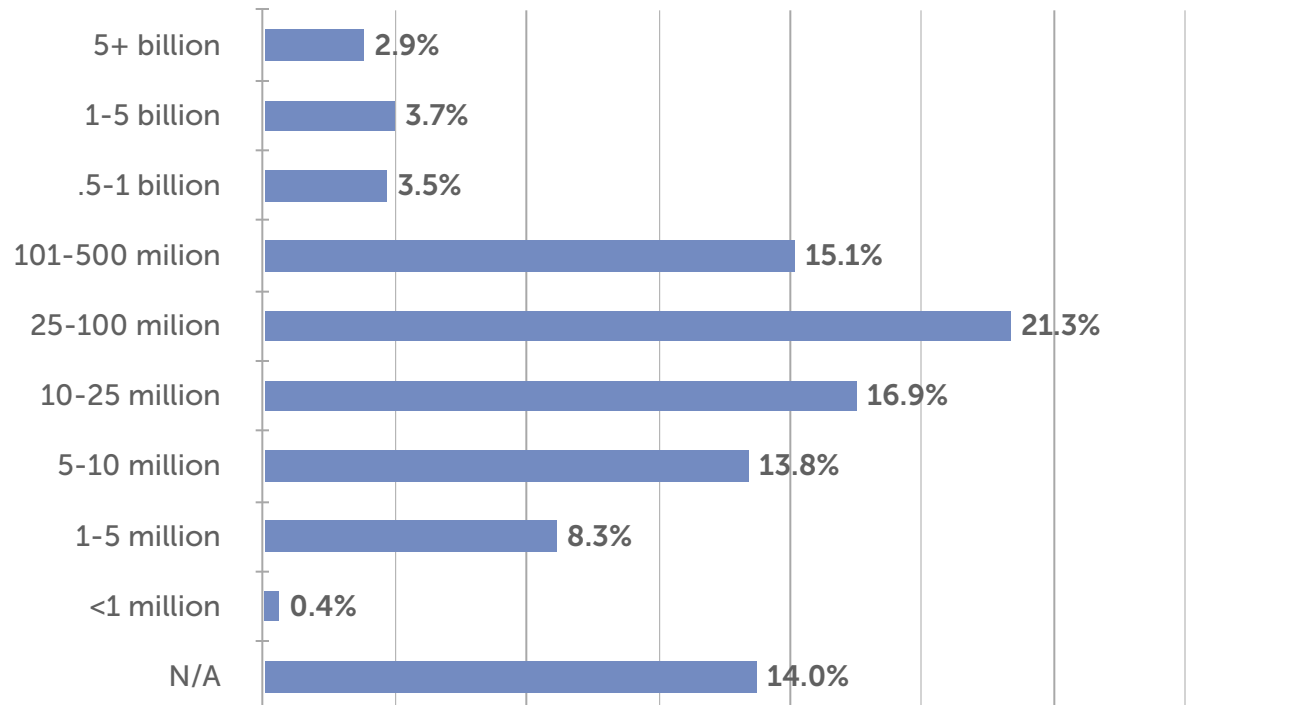


# Advisors' Goals & Challenges



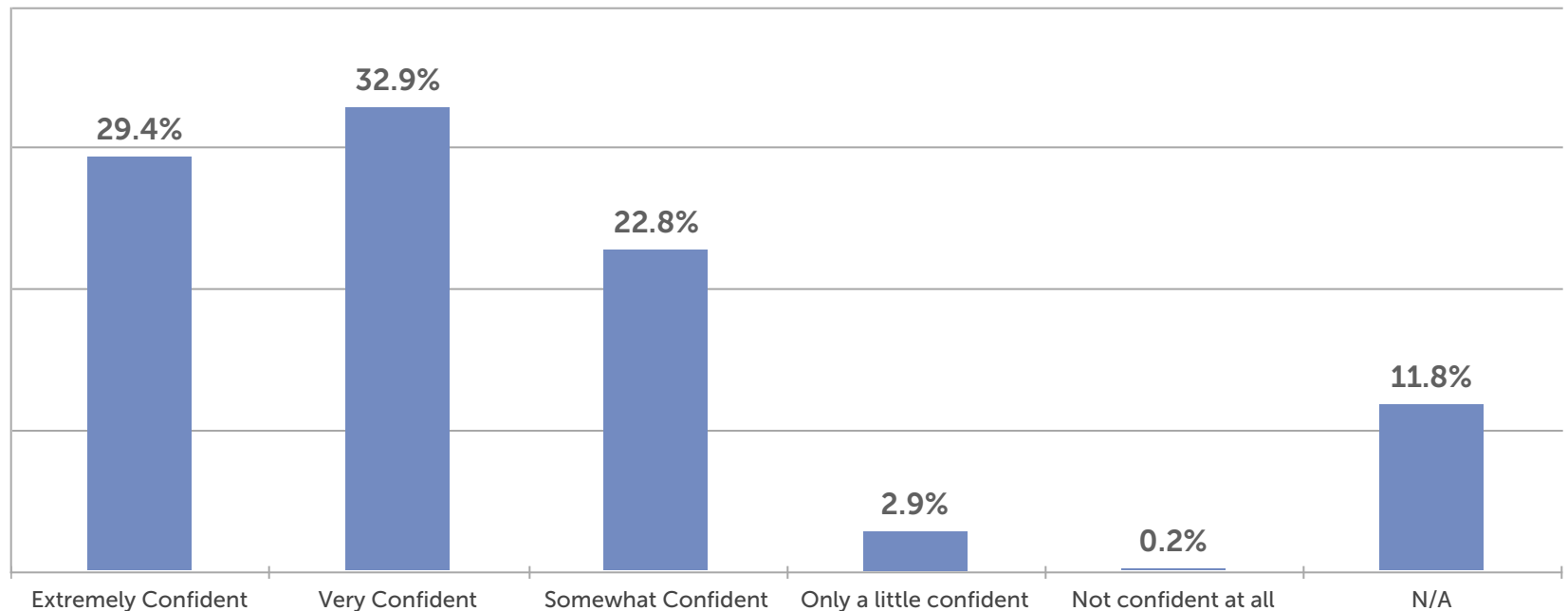
# Average AUM Goal for 2013 is Between \$25-100 Million

"What's your AUM goal for 2013?"



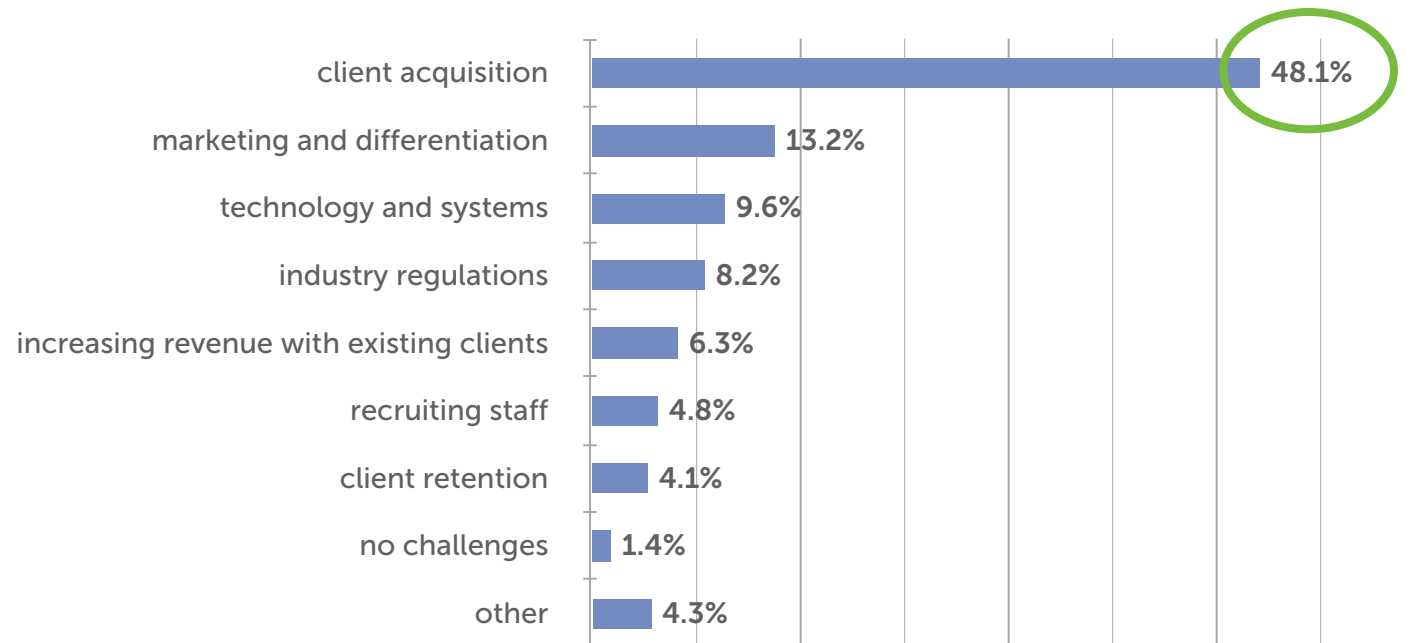
# Advisors are Confident They Will Increase Revenues in 2013

"How confident are you in increasing revenues in 2013?"



# Firms Expect their Biggest Challenge in 2013 to be 'Client Acquisition'

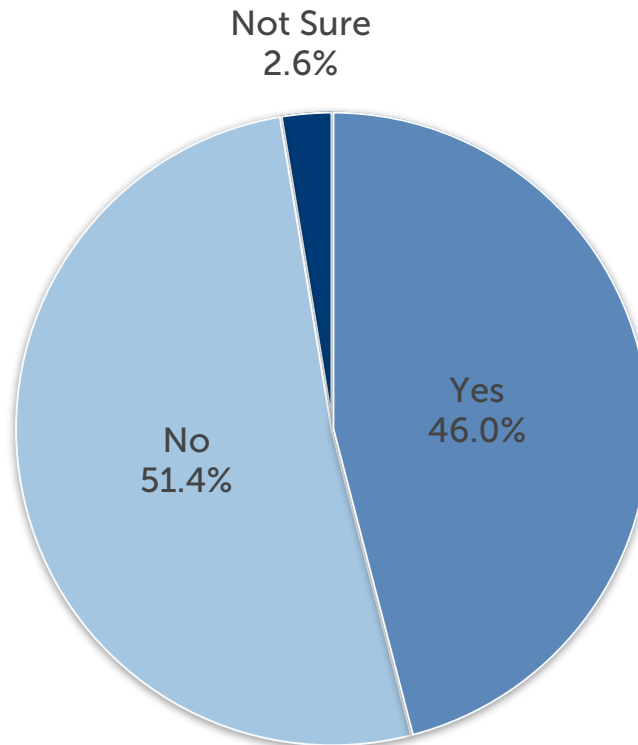
"What would you consider your firm's biggest challenge in 2013?"



# Technology Usage & Plans for 2013

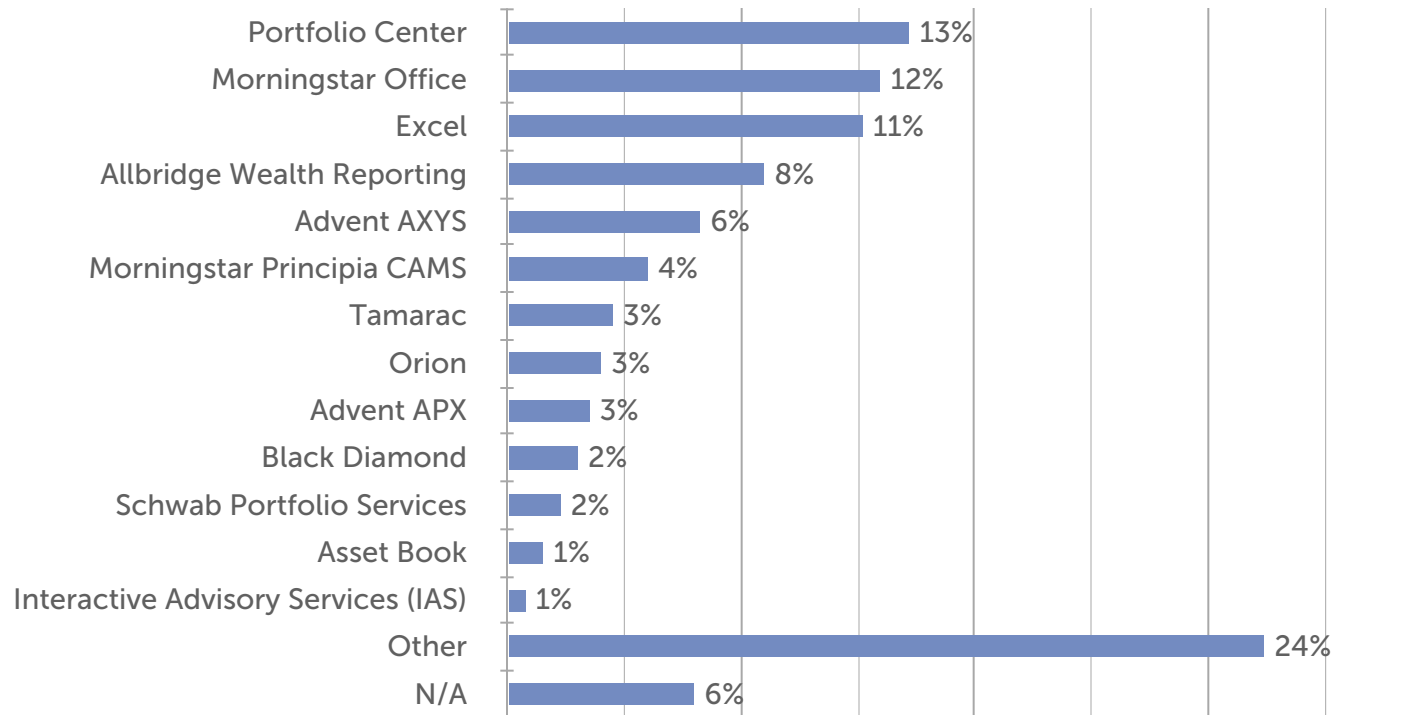
# Roughly 1 out of 2 Advisors Use an iPad or other Tablet

“Do you use an iPad or other tablet technology in your firm?”



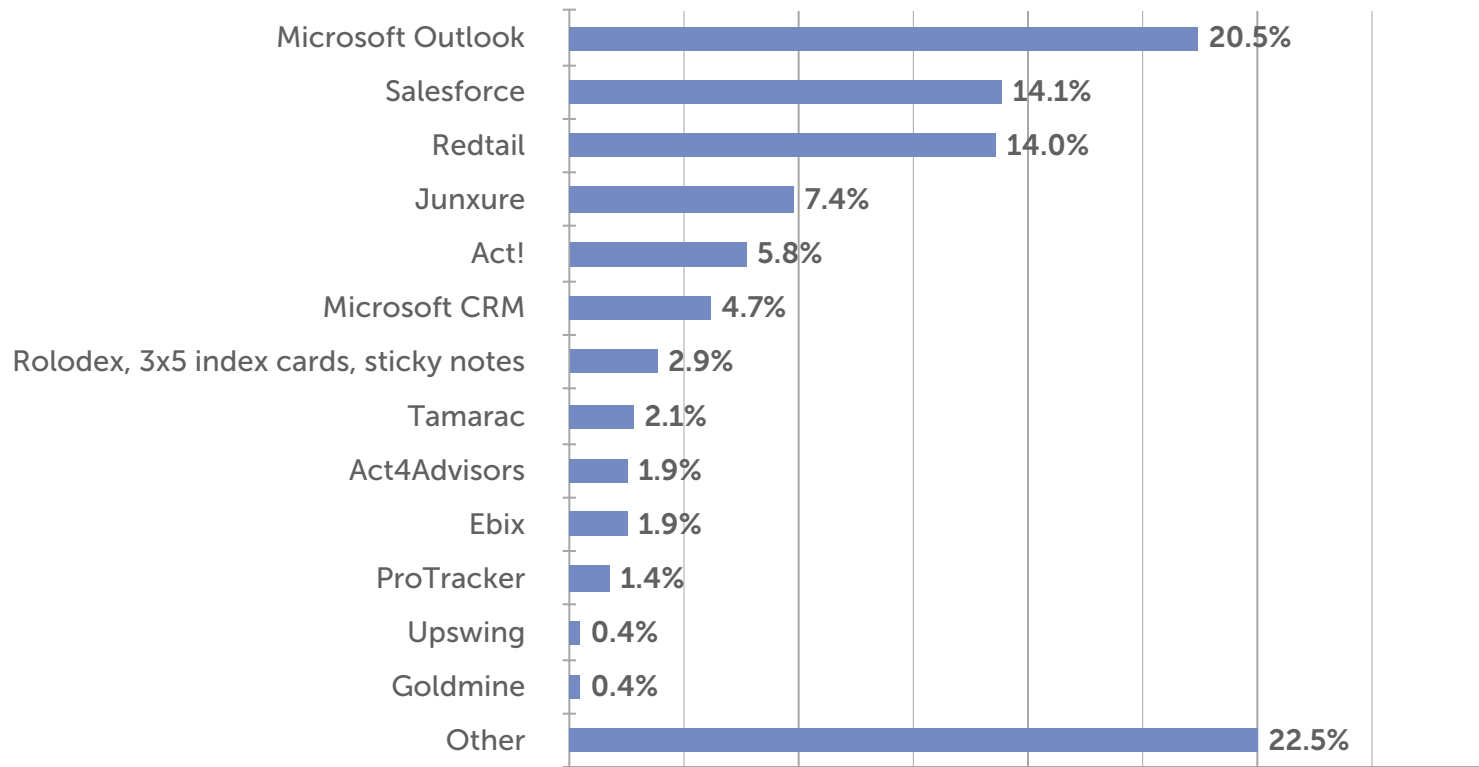
# Respondents Use a Wide Variety of Portfolio Accounting Systems

“What portfolio accounting system do you use?”



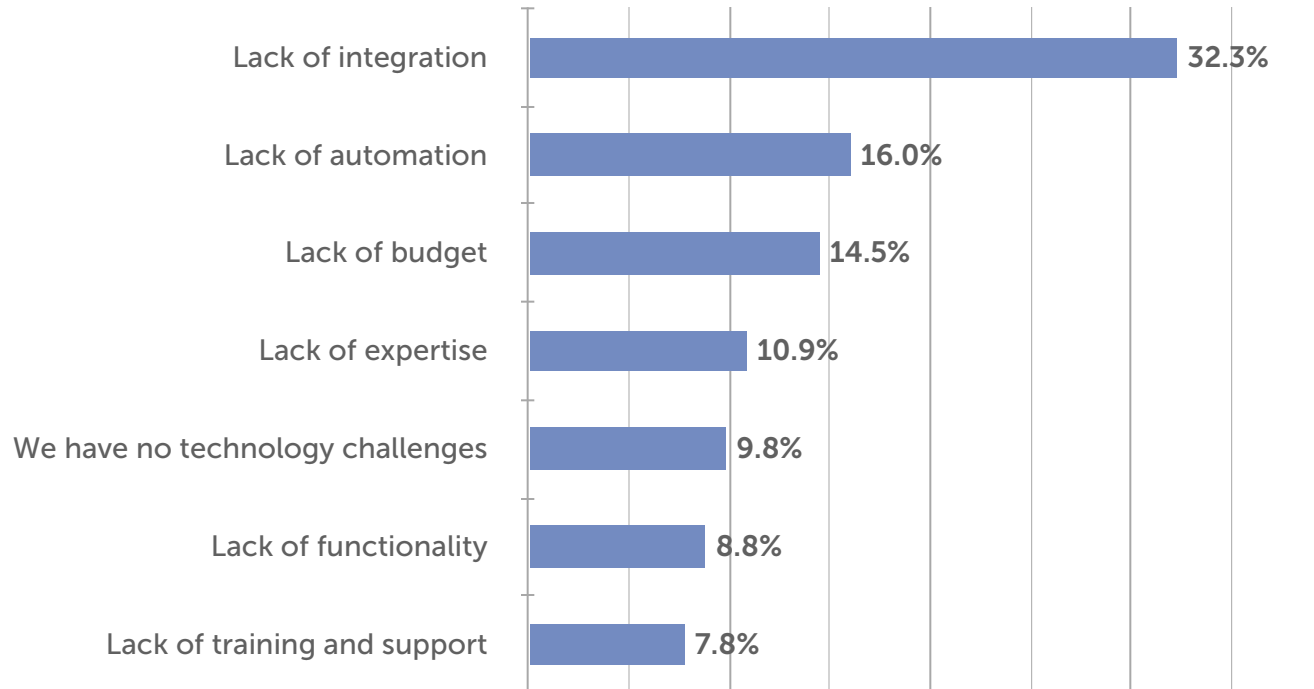
# Also, Respondents Use a Wide Variety of CRM Systems

“What CRM system(s) do you use? (Select all that apply.)”



# Almost 50% Report their Greatest Tech Challenge is a Lack of Integration or Automation

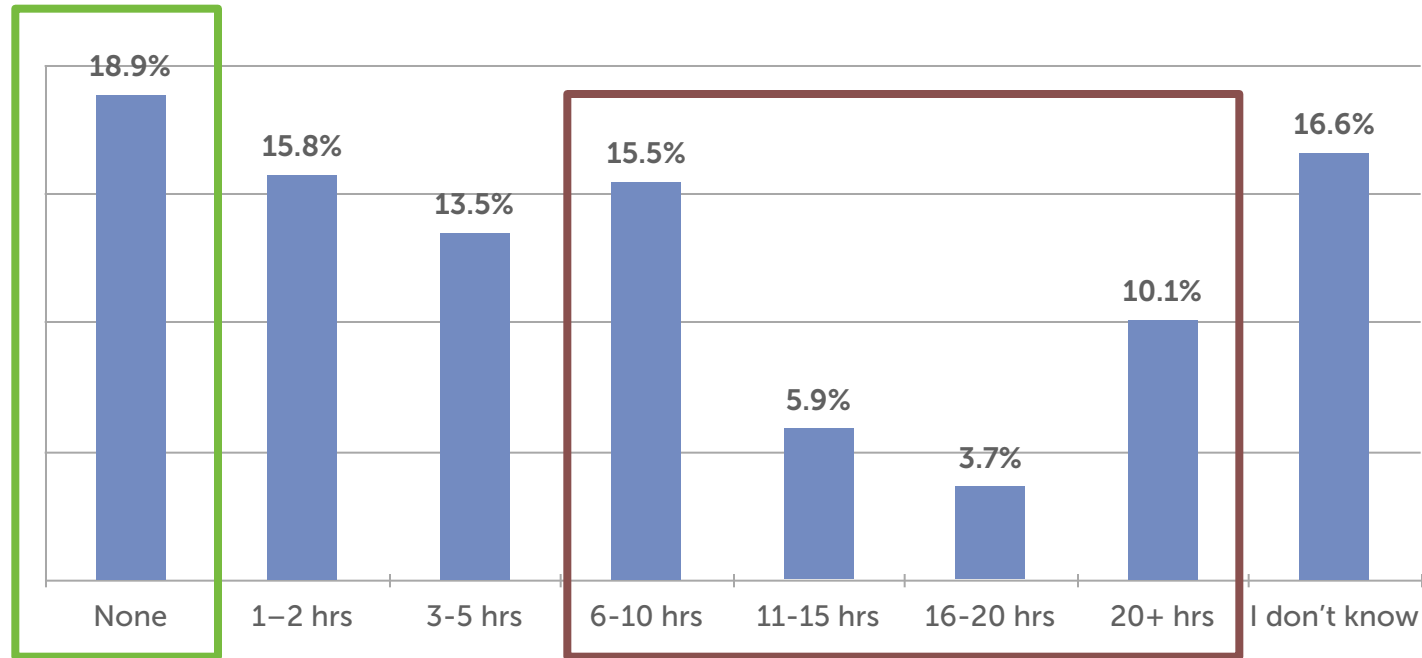
“What is your greatest technology-related challenge?”





# 1/3 of Advisors Spend 6-20+ hrs Generating Reports Each Month

“How many hours per month does your firm currently spend producing reports?”

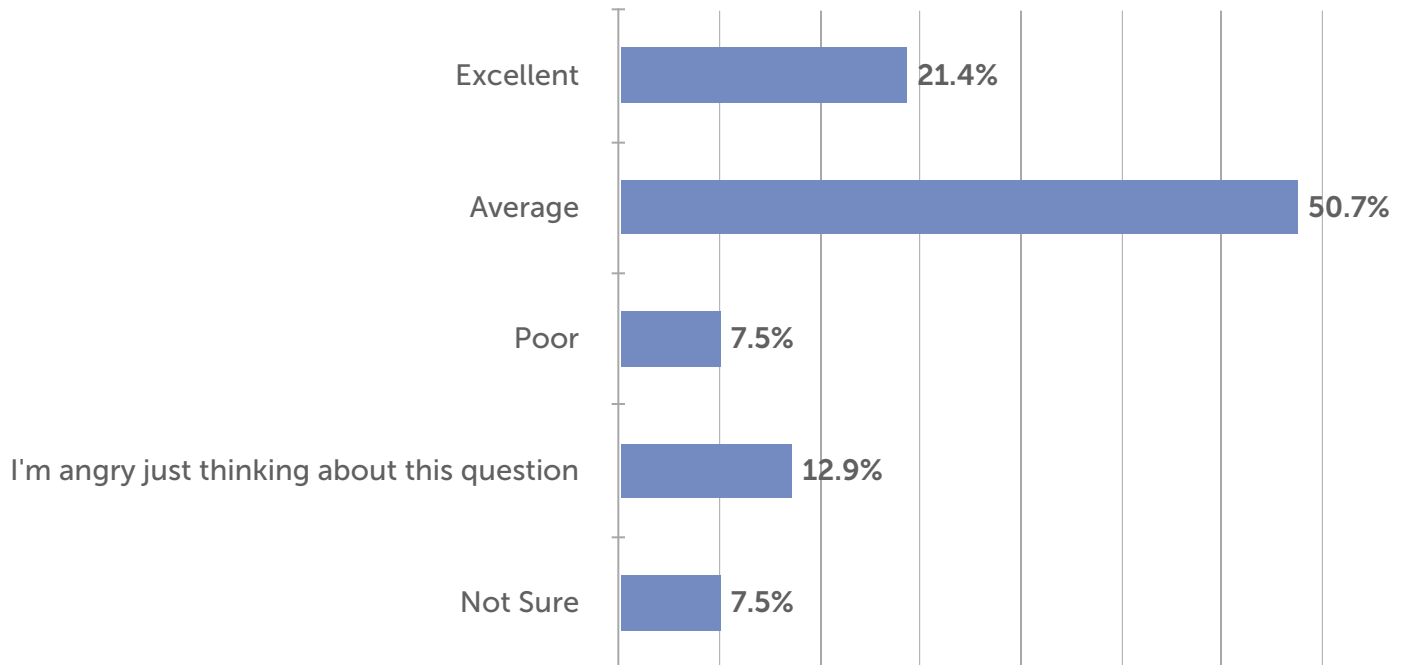


[Click here](#) to learn how Blueleaf can help you automate client reporting.



# Only 1 in 5 Advisors Gets 'Excellent' Value from Technology

"Overall, how much value are you currently getting from technology?"



# Advisors were invited to share a “tech success” story.

Some advisors laughed, calling “tech success” an oxymoron, but here’s one story from a happy Blueleaf user. Forgive us, we can’t help but share...  
We’re prouder than kids with an A+ report card.

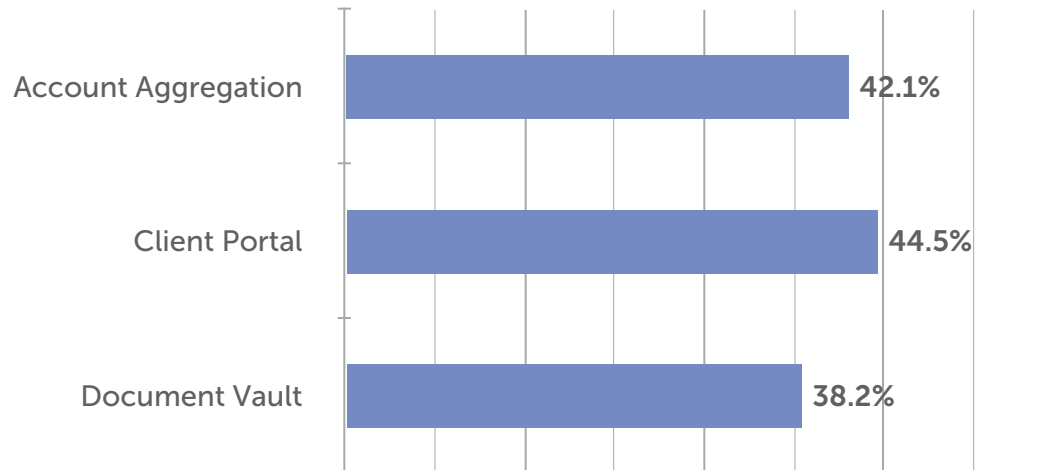
“I met a new client for a beer and quick review of his \$63k IRA. I asked if he's signed up for Blueleaf, the new aggregation service I had emailed him about. He said, “Not yet, but let's take a look.” He pulled out his laptop right there in the bar and started adding accounts. He couldn't believe how easy it was. I had already shut down my laptop, so I didn't check to see the new accounts. We had a great time and he introduced me to some friends there. The IPA's were delicious!

When I logged into Blueleaf the next day I noticed the account total was different. That's when I saw my new client had added 19 other accounts for a total of \$700,000+. Needless to say, it provided an opportunity to discuss consolidating all the assets with me. Since I could see exactly what he owned in his other accounts, it was easy to show a cost/complexity comparison. Blueleaf rocks!”



# Information Gathering and Sharing Technologies are on the Rise

“Which of the following do you use in your firm? (Select all that apply.)”



Among respondents with **\$500 M+** in AUM:

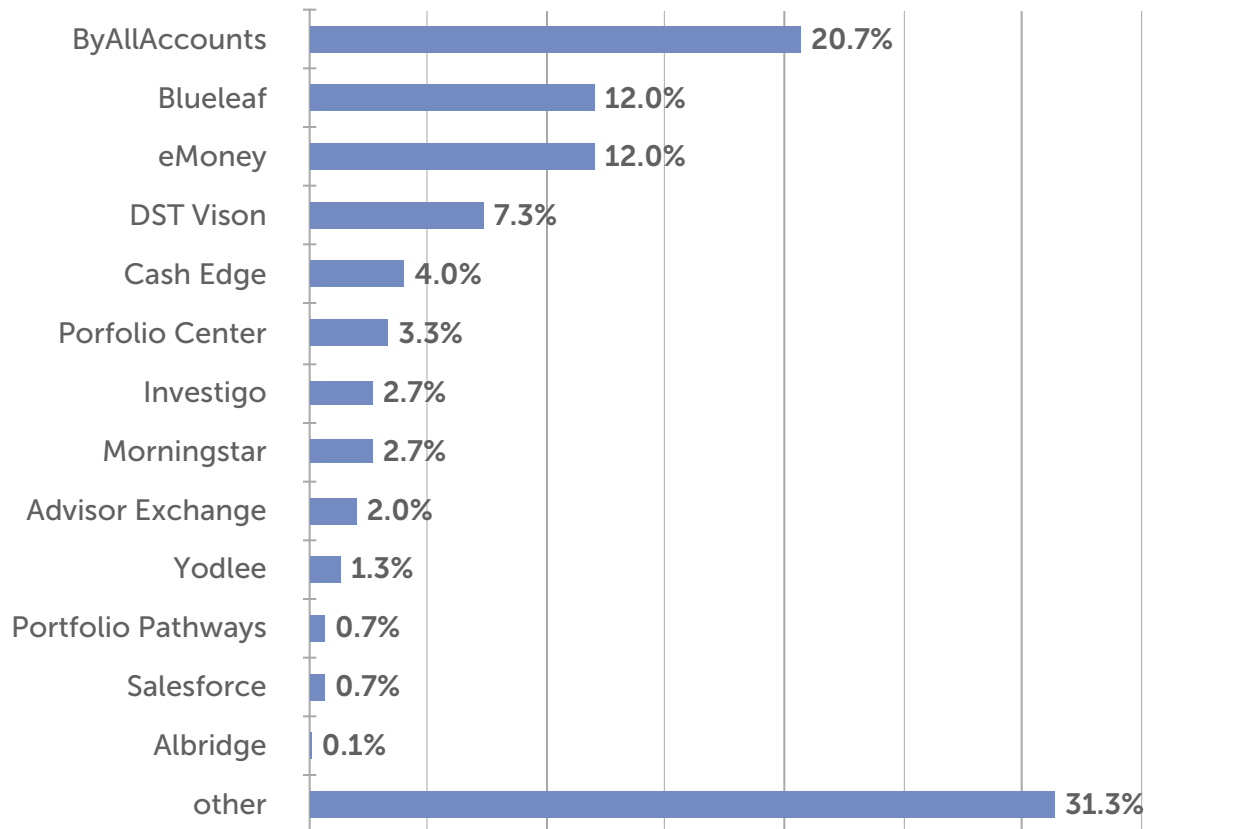
- More than 50% use a client portal, 38% use a document vault, and 39% already have account aggregation.

[Click here to find out](#) how Blueleaf includes ALL 3 of these technologies in a simple platform that just works.



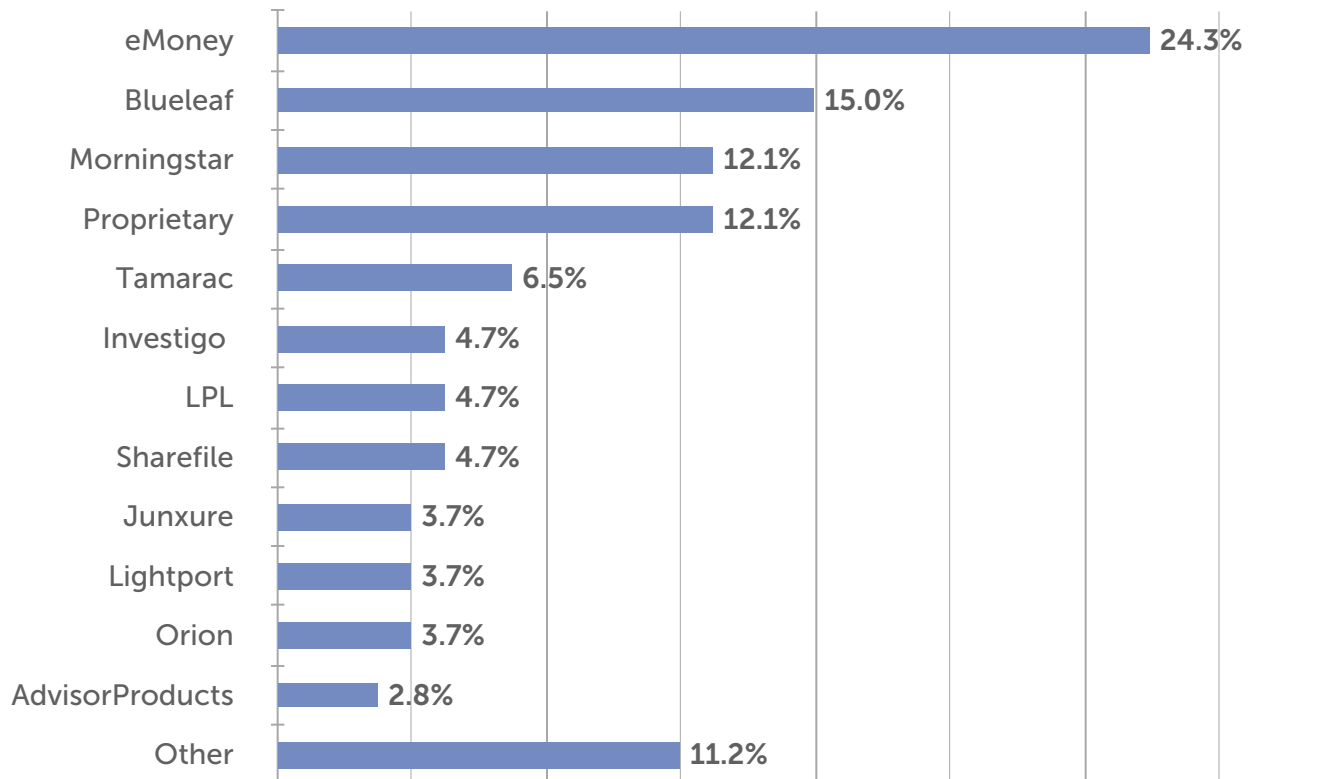
# Top 3 Account Aggregation Providers are BAA, Blueleaf and eMoney

“Which account aggregation provider do you use?”



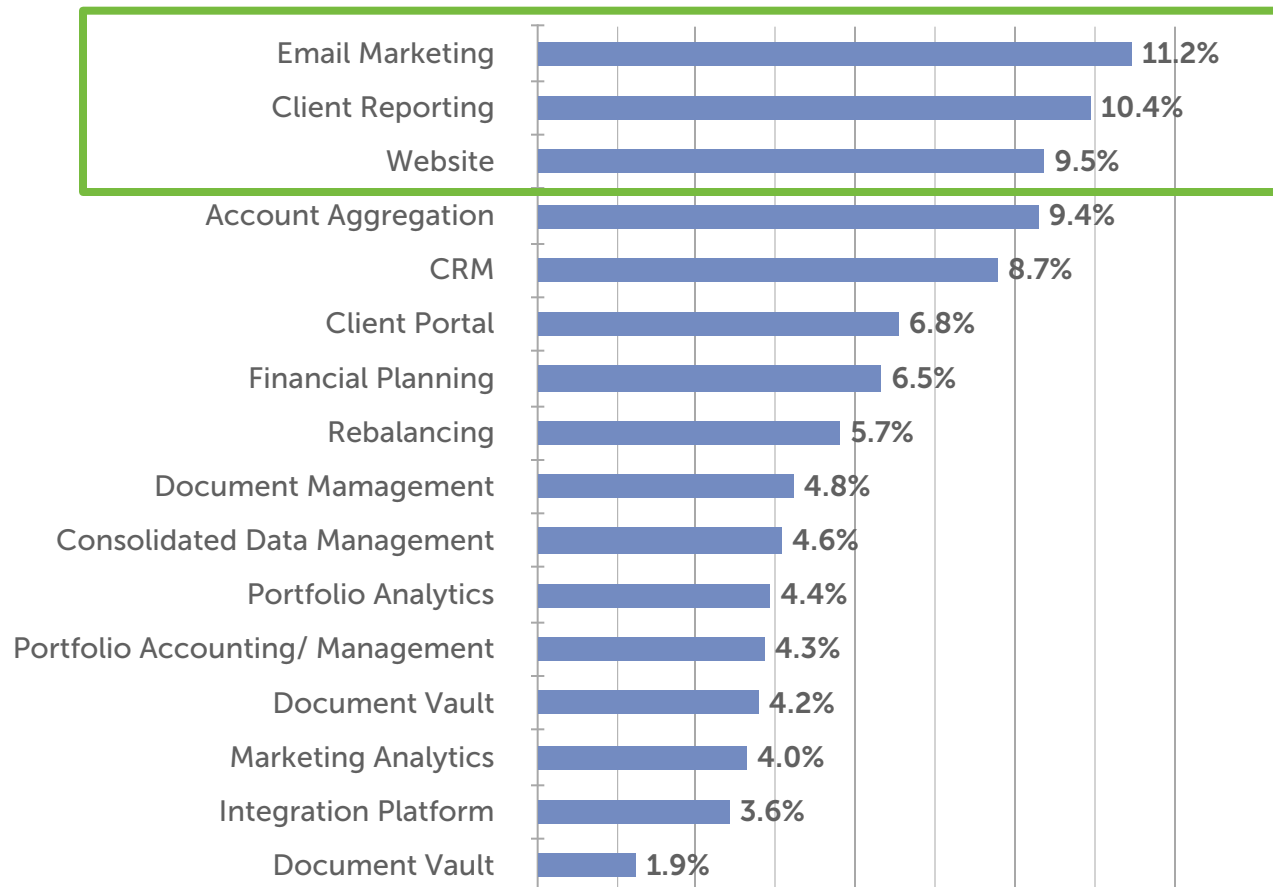
# Popular Client Portals are eMoney and Blueleaf

“Which client portal provider do you use?”



# Advisors are Focused on Client-Facing Technologies for 2013

“Which technologies are you planning to add/change in 2013?”



# Key Takeaways





# Key Takeaways

- #1 Technology Challenge: **Lack of Integration**
- Advisors are very confident in increasing their revenues in 2013.
- **Despite current technology, reporting is still time-consuming,** taking 6 to 20+ hours every month for 34% of firms.
- More than 50% of firms with \$500+M in AUM use a **client portal.**

\*\* Report with more survey results to be released in March 2013 \*\*



# Get started today.

- Want to acquire more clients?

[Read this Blueleaf whitepaper](#) on acquiring more clients through referral networks.

- Ready to grow your business?

Follow the firms with \$500+M in AUM and start to use a client portal.

[Try Blueleaf's client portal and aggregation technology FREE for 30 days!](#)



Try it Free

Less than **5 Minutes** to set-up Blueleaf Advisor

