

Remote/Digital Advice: Delivering Advice in the 21st Century

Determining the Most Effective Approaches to Using Technology to Increase Market Share

The report “**Remote/Digital Advice: Delivering Advice in the 21st Century**” examines consumer preferences regarding remote investment advice models, including advice only, online computer-based investment models and also traditional advisor models. The study is based on in-depth focus groups and an online survey of 1,000 investors by age and affluence, identifies preferences regarding investment activities, attitudes toward investing and finances, remote advice services, online investing tools, and access to an advisor. Investors are segmented by age ranging from 25 to 68 and by affluence from \$30,000 to over \$500,000 in investable assets. The study includes a conjoint analysis to assess the degree to which key features of an advice models contribute to the overall appeal of the model. The areas of advice models studied include access to an advisor at on-boarding, access at later points, forms of investment recommendations, range of investment products available, rebalancing approaches, cost, and brand. The study provides deep insight the potential for remote models, how they can enhance traditional advisor based models and the most effective method for designing a program.

Research Topics

Consumer use and preferences:

- Types of remote & traditional advice models
- Access to an advisor
- Pricing and willingness to pay
- Investment recommendations and rebalancing
- Investment products (passive, active, etc.)
- Access to investor tools and education
- Advised vs. DIY investors
- DC plan support
- Account aggregation
- Brand

Buyer Benefits

- Understand investor receptivity to remote advice by age and affluence
- Insight on investor demand and potential viability of remote advice marketplace
- Identify key remote advice models that are most likely to succeed
- Understanding of which key capabilities and features are the most appealing and likely to attract various types of investors
- Identify product and service gaps and opportunities
- Assist in better positioning remote services, capabilities, investments, and in crafting a market entry strategy

Research Methodology

- Conducted online interviews with a total of 1,004 consumers and 4 consumer focus group discussions
- Age segments ranging from 25 to 68 years old
- Investable asset segments include \$30k - \$99k, \$100k - \$199k, \$200k - \$499, and \$500+
- Included a conjoint analysis to which features contribute most to the appeal of a model
- Investor segments with and without an advisor

Purchase Information

The report purchase includes:

- A comprehensive report of the survey findings and implications for the marketplace
- Tabulation books/electronic file of survey findings
- Conjoint analysis simulator

For more information and pricing, please contact:

Dennis Gallant, GDC Research

(781) 314-0606

gallant@gdcresearch.com

www.gdcresearch.com

Mathew Greenwald, Greenwald & Associates

(202) 686-0300

mathewgreenwald@greenwaldresearch.com

www.greenwaldresearch.com