

U.S. Asset Allocation Model Portfolios 2026

Moving Model Portfolios Upmarket

OVERVIEW & METHODOLOGY

Cerulli's 2026 *U.S. Asset Allocation Model Portfolios* report examines how model portfolios have evolved and provides insight into how model providers are focusing their distribution efforts by client segments. It highlights how improvements have enabled advisors to serve a broader range of clients, as model providers develop more asset allocation models that incorporate new vehicles, products, and tax overlay strategies. The report provides insight for model providers into key initiatives and biggest challenges to help shape their distribution efforts. Cerulli examines past trends in the rising number of advisors adopting models and investigates how model providers can leverage these opportunities to attract more assets from both existing and new model users. Additionally, the report assesses the model landscape from the viewpoints of both advisors and model providers.

USE THIS REPORT TO

- Review how model providers are enhancing portfolio solutions to move upstream into higher-net-worth client segments while continuing to scale adoption among core mass-affluent users
- Explore how rising advisor adoption and home-office support are driving growth in model portfolio assets while helping practices scale efficiently and deliver more consistent client experiences
- Assess how custom models, semi-liquid/illiquid alternatives, and new vehicle structures can help model providers capitalize on asset growth opportunities in asset allocation models

QUESTIONS ANSWERED

- How are model providers evolving their model portfolio solutions to expand use to a broader array of investors?
- What is the total addressable market for asset allocation model portfolio use?
- What are the key product development initiatives for model providers?
- What are the greatest challenges model providers face in trying to grow model assets?
- Which optimal portfolio construction segments offer the best opportunities for model providers to increase model use?

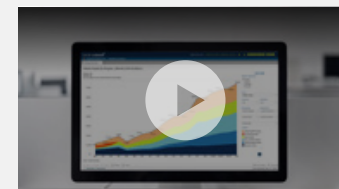
PRODUCT DETAILS

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- Digital report in PDF format
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- Key findings
- Analyst support
- Interactive Report Dashboards

Interactive Report Dashboards

Interact and explore select report data with Cerulli's visualization tool.



Model Provider Leaderboard: Review the top-50 model providers by model assets.

Model Portfolio Assets and Projections: View Cerulli's three-year projections for asset allocation model assets, grouped by asset managers and third-party strategists relative to broker/dealers and advisory TAMPs.

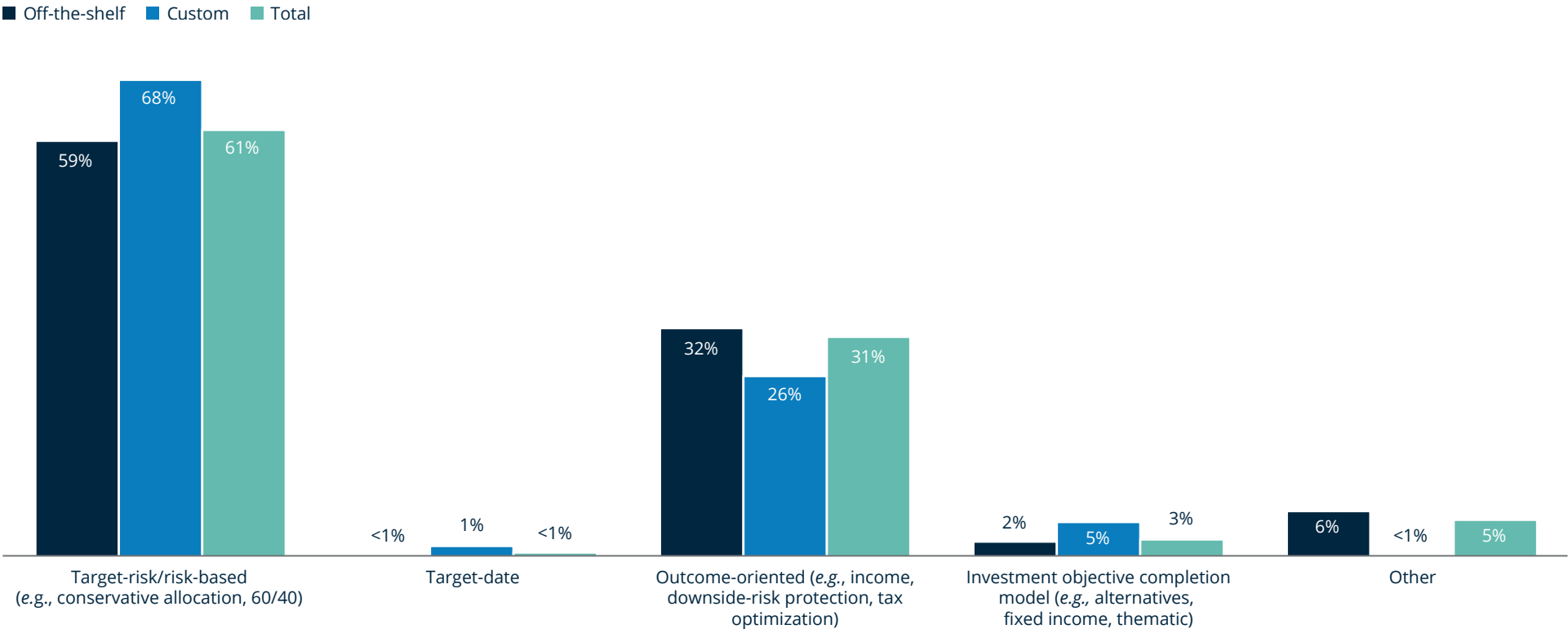
Portfolio Construction Sizing: Examine the asset, practice, and headcount sizing of the current and optimal portfolio construction segments, including breakdown by channel.

Model Provider Landscape: Evaluate the building blocks used to construct model portfolios, including vehicle use, management styles, and fees of underlying products. Also, understand the types of model portfolios that are offered by model providers and requested by financial advisors, including portfolio architecture.

Model Distribution: Understand the composition of model distribution organizations, along with their viewpoints on model distribution strategy and factors challenging model asset growth.

Advisor Profile: Review demographics of advisors and characteristics of advisory practices for each cohort of current and optimal portfolio construction segments.

Exhibit 3.03
Model Providers: Asset-Weighted Distribution of Model Assets by Broad Type, 2026



Source: Cerulli Associates

- Despite new model offerings being scattered across broad types, the majority of assets are concentrated in target-risk models, including both off-the-shelf and custom models.
- Among survey respondents, nearly one-third (31%) of assets are housed in outcome-oriented models.

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