

U.S. Retail Investor Solutions 2026

Broadening Addressable Markets

OVERVIEW & METHODOLOGY

U.S. Retail Investor Solution 2026: Broadening Addressable Markets looks at how wealth management firms can gain new clients by looking at previously untapped areas of growth among retail investors. This report looks at retail investors who might be interested in consolidating their financial relationships within one provider, but may be held back from doing so, with a particular focus on those services that are used within their provider relationships. The report also examines financial firms based on Net Promoter Scores (NPS), and what influences promotion or detraction within specific firms. This report also looks at clients' financial goals, both short- and long-term, as potential avenues for financial advice delivery as well as a deeper understanding of how clients see key life milestones from a financial perspective.

USE THIS REPORT TO

- Understand how retirement remains the most important long-term goal among retail investors; short-term goals, such as saving for a vacation or building an emergency fund, are also important milestones that may require planning assistance from a financial advisor
- Gain insight into how advised clients place strong emphasis on advisors acting as fiduciaries, which is a key factor in their overall satisfaction with their primary provider
- Learn about self-directed investors who may be more independent when managing their assets, but who also want access to a financial expert when they need it on the platform of their choice

QUESTIONS ANSWERED

- When do key financial events occur in a potential client's life that may necessitate hiring a financial advisor?
- How active is the market for financial advice among mass-affluent households as their wealth gradually increases?
- What are the financial services that clients are most likely to use with a secondary provider that keep them from consolidating their assets with a single primary provider?
- How comprehensively do clients view their financial plans compared to how advisors view their financial planning abilities?
- To what extent do clients formally request specific investment products in their advisor-managed portfolios?

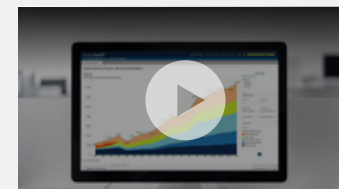
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Interactive Report Dashboards

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- **Household Balance Sheet:** Starting with wealth tier descriptions and sizing, this set of dashboards allows users to assess average investor age, number of households, and amount in various financial asset categories broken out by wealth tier (e.g., mass market, affluent market, high-wealth market). Includes the option to customize sizing figures based on user-defined wealth tiers and age ranges.
- **Investors' Attitudes and Products:** Gain insight into investors' assessments of various financial decisions (e.g., need to take more control over my investment decisions, importance of a written financial plan) across provider channels, age groups, financial assets, and advice segment. Analyze investors' reasons for purchasing products such as ETFs, mutual funds, and annuities.
- **Responsible Investing Preferences:** Learn investors' level of agreement with various environmental, social, and governance (ESG) investment principles with filters by primary provider, advice segment, head of household age, and household financial assets.
- **Providers and Advisors:** This module is designed to help users better understand the factors that affect advisory relationships from a client's perspective through the lens of multiple segmentations. Concepts explored include which reasons for beginning provider relationship, services used, level of collaboration, and satisfaction levels.

Filling The Funnel

Organic growth, through new client acquisition and increased relationship breadth with current clients, is the heart of wealth management strategy. While affluent investors' interest in self-directed investing continues to fall (**Exhibit 6.01**) and willingness to pay for advice continues to grow (**Exhibit 3.08**), providers remain challenged by connecting with new prospects unless they have a well-designed and executed engagement strategy. Traditionally, wealth management firms have preferred to begin client relationships only after prospects have reached addressable asset minimums ranging from \$250,000 to more than \$1 million. Though this strategy has proven effective, it faces increased pressure as competitors seek additional options to connect with prospects earlier in the financial lifecycle.

A future prospect is likely to have several financial services provider relationships, including banking, retirement plans, insurance, mortgages, and tax preparation, before meeting wealth management minimum asset-under-management benchmarks. These providers may not have been perceived as competitors to traditional wealth management firms but are increasingly taking this position. These competitors enjoy the benefit of maintaining short-term client profitability through their existing relationships while finding opportunities to layer in additional products and services as client needs arise, thereby fortifying retention. This effect is highlighted by the sharp decline in prospect opportunity falls from 44% of the affluent under age 30 to just 28% among those in their 50s (**Exhibit 3.02**). To optimize client acquisition long-term, providers will need to engage with prospects earlier or find more effective strategies to displace incumbents.

Exhibit 1.01 Waning Prospect Opportunities, 2025

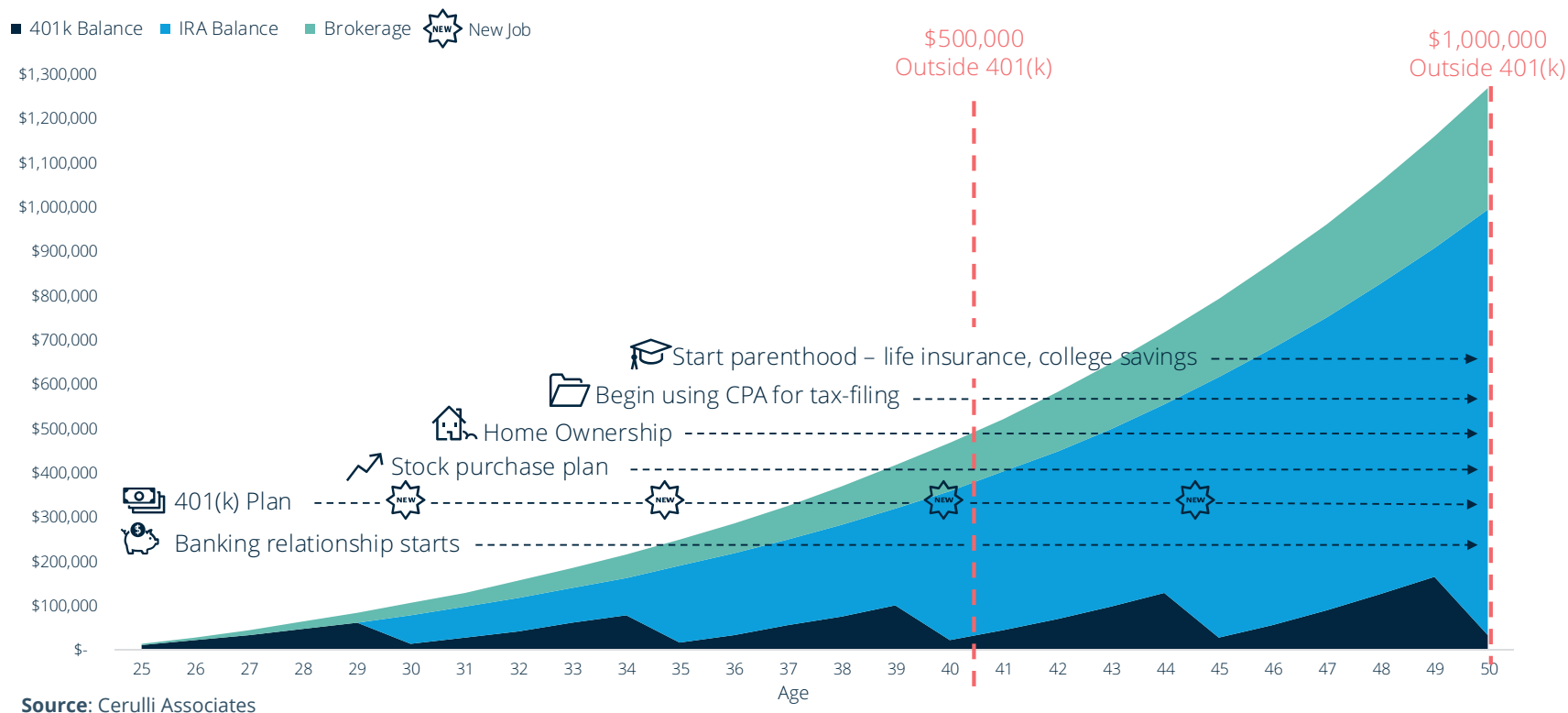


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