

# 2017 Software Survey

*An analysis of the market share and user satisfaction rates in the financial planning/investment advisor space.*



**Presented by T3**  
**Advisor Perspectives**  
**and *Inside Information***

# Methodology and Disclaimer

The technology options for professional financial planners and advisors are evolving at a dizzyingly rapid rate. Every week, we see new options, new integrations, and ever-more-powerful features.

Even the most basic questions are being turned on their heads. Once it seemed as if the more advanced CRM programs would be the integration hub of the technology stack. Now, with Fidelity WealthCentral and TD Ameritrade Institutional's new VEO One, the custodians are bidding for that role. Once it seemed that the client asset management software would become the key client portal solution. Now the success of eMoney's portal suggests that the financial planning program may be a more appropriate option.

This survey was created to help advisors better understand today's technology options, using real-world input from their professional peers. We asked members of the T3, Advisor Perspectives and Inside Information communities to tell us what tools and solutions they're currently using, and we asked them to rate them on a scale of 1-10.

The results are broken out into sections, each software category having its own section, with market share data to show the most popular tech solutions, and average ratings to help evaluate satisfaction levels. At the bottom of the page, there's a breakdown of the ratings, showing the number of respondents who rated each program or service with each number from one to ten.

In some of the most important categories, we also correlated the market share data along three dimensions: according to the years of experience (*Is this a program favored by younger or older advisors?*), size of firm (*Does this service primarily work with larger or smaller firms?*) and business model (*Is the market share higher or lower for state-registered RIAs or comprehensive wealth managers?*) in an effort to identify the

programs that different types of firms seemed to favor.

We also asked participants to name programs that they are thinking about switching to, to help us identify where the puck is going: that is, which vendors are about to experience increases in market share.

Finally, in each category, we provided an "other" field, so advisors could tell us which solutions they're using which didn't appear on the survey. Not only did this provide some interesting data, but it also alerted us to omissions in the questionnaire itself.

Every effort was made to provide an accurate representation of advisor responses. This required a degree of hands-on evaluation. For example, we discarded several responses where the survey participant reported using every single software program in the survey, and gave a "1" (lowest) rating to every program. Other participants claimed to be several different business models or different numbers of years in the business, and on closer examination, the ratings and software usage data seemed to be random.

Despite the hard work that went into the analysis, one should approach the market share data and ratings with a degree of caution. For one thing, as will be discussed shortly, every pool of survey respondents represents a skewed

sample. This particular sample appears to be skewed toward older, more successful advisors who also practice under a fee-only model in higher percentages than the general population of individuals calling themselves financial planners or financial advisors. A less experienced, less successful, more commission-driven cohort might have provided a very different picture.

Secondly, although the questions were worded clearly, it is possible that some respondents provided a "1" rating intending it to be the highest, rather than the lowest.

Moreover, some participants are tougher graders than others; indeed, four advisors rated every single software program they used as a "1". Were these an accurate reflection of the participants' satisfaction, or of the kind of day they were experiencing when they filled out the survey?

Finally, there may have been a tendency to evaluate based on the cost of the solution. An inexpensive software program might be considered a bargain, even if it is less feature-rich than an expensive one—and thus receive a higher rating.

As a general disclaimer, this survey was created with generous help and input from Joel Bruckenstein at T3, and the instrument itself was created by the team at Advisor Perspectives/AP Viewpoint. The study's design, and the analysis, were conducted by Bob Veres of Inside Information. All omissions (and there were several) and any errors in analysis or calculation that may be discovered by readers should be attributed to him alone.

# Who Are the Participants?

The survey was sent out to three primary audiences in the financial planning profession: the readers of Bob Veres’s Inside Information newsletter service; members of Joel Bruckenstein’s T3 community, and the readers of the Advisor Perspectives/AP Viewpoint information service.

In all we collected 1,064 useable survey forms. In order to determine how close our respondents were to a representative sample of the profession, we asked about their experience, their business structure and the size of the firm where they worked, measured in total annual revenues.

The results are shown in the three charts on this page. Generally, the respondents tended to be a bit more experienced than average; almost half reported having spent more than 20 years in the business, and another 31% have worked 11-20 years.

Turning to business structure, we attracted a very small number of wire-house affiliated brokers, and a slightly larger, still insignificant, number of asset managers. The preponderance of the respondents were fee-only, SEC-registered planners (39.67% of the total); and comprehensive wealth managers (27.07%), along with lesser representation

among the communities of dually-registered advisors (13.15%) and fee-only state-registered planners (12.72%).

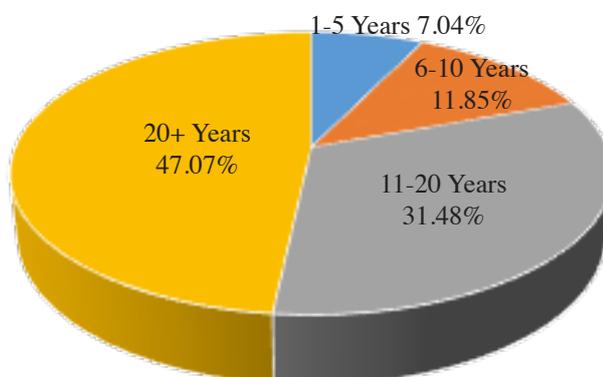
The survey captured a good cross-sample of firm size, with a slight bias toward larger firms that have successfully cre-

ated scale. As the reader will see in a few pages, the sample also appears to be unusually biased toward advisors who offer financial planning; virtually 100% reported utilizing a financial planning program.

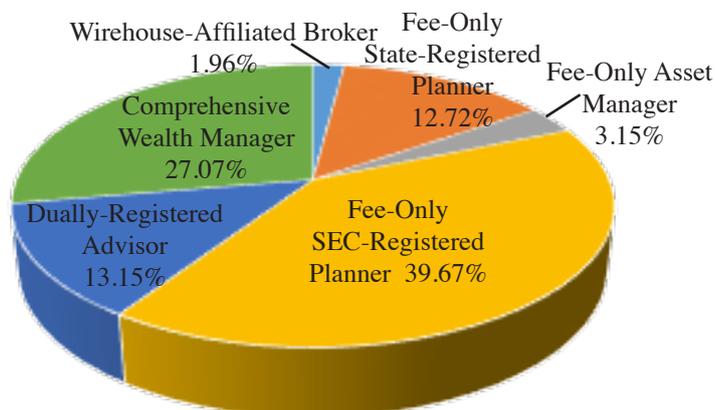
With several of the software categories, we’ll dig a bit deeper and look at market share broken out in each of these three dimensions, to determine if different tools are favored by older or younger advisors, larger or smaller firms, wealth managers or dually-registered advisors.

Let’s take a look at what this interesting mix of survey respondents told us about their software usage and satisfaction.

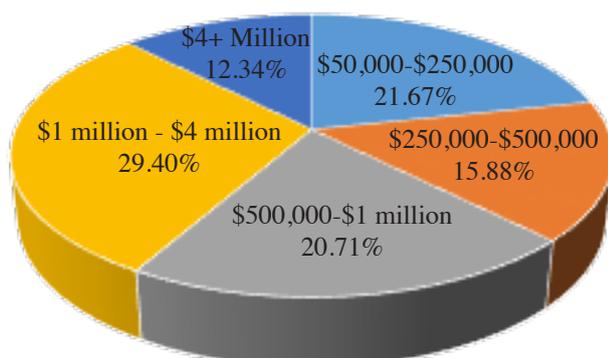
**Survey Respondents Breakdown: Years in Business**



**Survey Respondents Breakdown: Business Structure**



**Survey Respondents Breakdown: Firm Revenue**



# CRM Tools

**Percent Utilization across the sample:** 77.02%

**Average User Ranking Score (on a scale of 1-10):** 7.04

**Market Share Leaders:** Redtail (24.11%) and Junxure (20.72%)

**Highest User Ranking:** Concenter XLR8 (8.19)

Program	% of Respondents Using It	Average User Rating
Redtail	24.11%	7.51
Junxure	20.72%	7.20
SalesForce	9.70%	6.95
Wealthbox	4.24%	(not collected)
Tamarac CRM	2.64%	(not collected)
Ebix	1.88%	6.75
Protracker	1.79%	(not collected)
Concenter/XLR8	1.51%	8.19
Advisors Assistant	1.41%	5.20
Advyzon	0.85%	7.44
Other	8.19%	
No Response	24.01%	

CRM is listed first because, in our view, it is the hub of the software suite and hence (arguably) the most important piece to get right. Experienced advisors will not be surprised to see that Redtail and Junxure are the market share leaders, and their user satisfaction ratings are both north of 7, indicating satisfied user bases.

Other surveys have shown

a wider spread between Redtail and Junxure’s market share, which could be an artifact of the age and success rate of the audience. We asked the survey participants to identify software they were thinking of adding, as a way of gauging which programs could be gaining market share in the coming year. The chart below indicates that Redtail has the greatest opportunity

to increase its user base.

Also of note: nearly 80% of the survey respondents are making use of one of these power tools--although, as you’ll see in a moment, six individuals still report using Outlook as their CRM engine. This utilization rate is probably higher than the industry norm, due to the greater experience and success of this survey’s respondents.

Every first effort (as this survey is) is an exercise in humility, and this one is no exception. It’s clear from the responses that we should have included Wealthbox in the body of the survey questionnaire, and the survey should have reflected the CRM capabilities built into the all-in-one programs

Respondents Are Thinking About Adding	
Redtail	105
SalesForce	57
Junxure	37
Advyzon	13
Advisors Assistant	11
Ebix	7
Concenter/XLR8	3

### Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
Redtail	8	3	5	11	13	25	35	58	55	43
Junxure	10	3	5	5	16	18	53	59	7	44
SalesForce	8	1	5	2	11	7	13	25	15	16
Wealthbox	(No ratings collected)									
Tamarac CRM	(No ratings collected)									
Ebix	1	0	1	1	4	0	3	6	2	2
Protracker	(No ratings collected)									
Concenter/XLR8	0	0	1	0	0	0	3	3	7	2
Advisors Assistant	3	1	1	2	2	1	0	1	2	2
Advyzon	0	0	1	1	0	0	2	0	4	1

Market Share Breakdown: Size of firm	Concenter			Advisors
	Redtail	Junxure	SalesForce	XLR8 Assistant
<b>\$50,000 - \$250,000</b>	29.70%	3.96%	4.46%	0.50% 0.50%
<b>\$250,000 - \$500,000</b>	41.22%	12.16%	4.73%	1.35% 2.03%
<b>\$500,000 - \$1 million</b>	32.12%	24.35%	9.33%	2.07% 0.52%
<b>\$1 million - \$4 million</b>	17.88%	44.53%	13.14%	1.82% 1.09%
<b>\$4+ million</b>	8.70%	33.04%	25.22%	2.61% 4.35%

Market Share Breakdown: Business Model	Concenter			Advisors
	Redtail	Junxure	SalesForce	XLR8 Assistant
<b>Dually-Registered</b>	42.15%	17.36%	5.79%	0.00% 1.65%
<b>Fee-only Asset Manager</b>	13.79%	31.03%	6.90%	0.00% 3.45%
<b>Fee-only Planner (SEC -Registered)</b>	23.29%	24.38%	9.86%	1.37% 0.27%
<b>State-registered Fee-Only Planner</b>	29.06%	17.95%	9.40%	1.71% 0.85%
<b>Comprehensive Wealth Manager</b>	25.70%	30.12%	14.46%	2.41% 3.21%

Market Share Breakdown: Years in Business	Concenter			Advisors
	Redtail	Junxure	SalesForce	XLR8 Assistant
<b>1-5 Years</b>	27.27%	28.79%	3.03%	0.00% 1.52%
<b>6-10 Years</b>	27.03%	15.32%	18.02%	0.90% 1.80%
<b>11-20 Years</b>	31.53%	22.37%	12.54%	1.69% 0.68%
<b>20+ Years</b>	23.13%	29.02%	8.39%	1.59% 2.04%

#### “Other” CRMs Mentioned

ACT4Advisors (20)  
 Grendel (9)  
 Microsoft Dynamics (7)  
 Outlook (6)  
 Bill Good Gorilla (4)  
 Commonwealth Proprietary (4)  
 Interactive Advisory Services (3)  
 Salentica (3)  
 Less Annoying CRM (3)  
 Insightly (3)  
 Big Contacts (3)  
 Practice Builder (3)  
 Solve360 (2)  
 Morningstar Office (2)  
 UBS Proprietary (1)  
 Goldmine (1)  
 Wealth Advisor (1)  
 17 Hats (1)  
 Office Tools Pro (1)  
 BaseCamp (1)  
 HubSpot (1)  
 Nutshell CRM (1)  
 Daylite (Mac-based CRM) (1)  
 Active Campaign (1)  
 Pareto Dynamic CRM (1)  
 Daylite (1)  
 Sugar CRM (1)  
 Pivotal (1)  
 Text Library System (1)  
 ZoHo (1)

like Tamarac and Interactive Advisory Services.

Fortunately, we did include an “other” field, which allowed users of these programs to insert them into our market share data. In fact, the responses for four of those programs was high enough that we were able to incorporate them in the market share pie chart, although not, alas, with a corresponding average satisfaction rating.

Despite the high number of WealthBox write-in votes, there were few advisors reporting that they’re thinking about using the program in the near future. This, again, may be an artifact of the (older) participant demographics, since WealthBox is included in the XY Planning Network package.

The list of “other” software programs is often one of the most interesting parts of a survey, as it

uncovers options that are probably not widely known and which can be explored. To the left, we’ve listed the other programs mentioned by survey participants, with the number of times they were mentioned in parentheses.

Above, we’ve listed market share across different dimensions, in an effort to determine which tools are being used by which types of advisory firm. The reader can see that Redtail dominates the smaller advisory firm market, and also among dually-registered advisors.

Junxure and SalesForce, meanwhile, find their sweet spot among larger advisory firms. The same is true, albeit with smaller market share, for Concenter’s XLR8 and Advisors Assistant. There seem to be no meaningful differences based on the age of the advisor participant.

# Portfolio Management Tools

**Percent Utilization:** 100%

**Average User Ranking Score (on a scale of 1-10):** 6.59

**Market Share Leaders:** Schwab PortfolioCenter (24.48%) and Morningstar Office (21.75%)

**Highest User Rankings:** Addepar (7.75) and AssetBook (7.65)

The portfolio management category is noteworthy for having a 100% utilization rate among our survey respondents; in fact, the actual rate was over 100%, due to a small number of advisors who reported using more than one tool in this category. This is also the largest single category in the survey, and the most dispersed in terms of market share. Schwab PortfolioCenter and Morningstar Office are the clear market leaders, but Envestnet’s all-in-one Tamarac

program (it also offers rebalancing and CRM features), Orion, Albridge and Advent’s Black Diamond service all have healthy market shares.

Although AssetBook and Addepar are further down the mar-

ket share list, their users provided them with enviable ratings.

This category includes both software solutions (PortfolioCenter, Envestnet/Tamarac, Advent/Axys, FinFolio) and full service outsource providers (Morningstar

Program	% of Respondents Using It	Average User Rating
Schwab PortfolioCenter	24.48%	6.76
Morningstar Office	21.75%	7.27
Envestnet/Tamarac	13.09%	7.55
Orion Advisor Services	9.70%	7.49
Albridge	9.60%	6.12
Advent/Black Diamond	6.21%	7.14
BlueLeaf	3.95%	6.69
Advent/Axys	3.30%	5.91
AssetBook	3.20%	7.65
Advyzon	1.41%	7.07
Croesus	0.75%	6.50
Cornerstone Revolutions	0.66%	5.71
Private Client Resources	0.38%	4.50
FinFolio	0.38%	4.75
Addepar	0.38%	7.75
Other	2.35%	
No Response	0%	

## | Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
Schwab PortfolioCenter	21	7	8	4	29	23	36	68	37	27
Morningstar Office	6	3	5	4	21	21	40	75	34	22
Envestnet/Tamarac	5	1	4	5	3	18	14	35	31	23
Orion Advisor Services	7	0	3	1	4	7	18	23	21	19
Albridge	10	5	2	5	13	15	18	17	9	8
Advent/Black Diamond	3	1	2	1	5	2	13	26	10	3
BlueLeaf	4	4	1	1	3	1	6	8	5	9
Advent/Axys	5	1	3	2	3	3	3	9	3	3
AssetBook	2	0	2	0	1	1	4	10	7	7
Advyzon	1	1	0	0	2	1	1	3	4	2
Croesus	0	0	0	1	2	1	1	2	1	0
Cornerstone Revolutions	1	0	1	0	1	1	1	1	0	1
Private Client Resources	1	0	0	0	1	2	0	0	0	0
FinFolio	1	1	0	0	0	0	0	2	0	0
Addepar	0	0	0	1	0	0	1	0	0	2

Office, Orion Advisor Services, Advent/Black Diamond, AssetBook). When we look at where the puck is going (see right), the outsource providers dominate the list. The most-often-cited service that advisors are looking to add is Orion Advisor Services--by a significant margin--with a number of advisors also looking at the outsource solutions provided by Morningstar and Black Diamond.

This may explain why this category attracted more advisors reportedly looking at adding a different service, which might seem surprising given that virtually everybody in the category already has a solution on their desk. And if you look for the “1” and “2” ratings, they tend to congregate more in the software than the outsourcers (bottom of previous page), suggesting that at least some advisors are growing weary of the do-it-yourself approach.

Looking at the breakdown

**“Other” Portfolio Management Tools/Services Mentioned**

Investigo (3)
Morningstar dbCAMS (6)
Captools (5)
Smart Office (1)
Interactive Advisory Services (2)
Advisor Back Office (1)
Portfolio+ (1)
Trak Software (1)
AssetMark Reporting (1)
Clearwater Analytics (1)
Power Advisor (1)
nDex Systems (1)
Adhesion (1)

of market share based on size, business model and years in the business (see below), it’s clear that Morningstar Office and Albridge win market share among smaller advisory firms and dually-registered offices, while PortfolioCenter, Black Diamond, Tamarac and Orion are more popular with

larger firms and wealth managers.

Finally, although the statistics are somewhat less clear, it appears that the older and more experienced the advisor, the more likely he/she is to use one of the outsource tools, despite PortfolioCenter’s strong legacy share.

**Respondents Are Thinking About Adding**

Orion Advisor Services	85
Investnet/Tamarac	50
Morningstar Office	43
Advent/Black Diamond	34
BlueLeaf	31
Schwab PortfolioCenter	22
Advyzon	21
AssetBook	8
Addepar	8
FinFolio	6
Albridge	6
Croesus	3
Advent/Axys	3
Private Client Resources	3
Cornerstone Revolutions	2

Market Share Breakdown: Size of firm	PortfolioCenter	Morningstar Office	Investnet Tamarac	Albridge	Orion	Black Diamond
\$50,000 - \$250,000	6.93%	18.81%	8.91%	10.89%	5.94%	3.47%
\$250,000 - \$500,000	19.59%	24.32%	8.11%	12.84%	6.76%	2.70%
\$500,000 - \$1 million	30.57%	29.53%	10.36%	0.52%	11.92%	8.81%
\$1 million - \$4 million	34.67%	20.07%	14.23%	7.30%	12.77%	8.39%
\$4+ million	25.22%	21.74%	29.57%	2.61%	12.17%	7.83%

Market Share Breakdown: Business Model	PortfolioCenter	Morningstar Office	Investnet Tamarac	Albridge	Orion	Black Diamond
Dually-Registered	9.92%	31.40%	12.40%	25.62%	8.26%	3.31%
Fee-only Asset Manager	27.59%	24.14%	6.90%	3.45%	6.90%	3.45%
Fee-only Planner (SEC -Registered)	29.04%	23.29%	7.95%	3.01%	12.88%	4.93%
State-registered Fee-Only Planner	23.93%	19.66%	13.68%	16.24%	8.55%	11.11%
Comprehensive Wealth Manager	25.70%	19.68%	21.29%	9.24%	8.84%	9.24%

Market Share Breakdown: Years in Business	PortfolioCenter	Morningstar Office	Investnet Tamarac	Albridge	Orion	Black Diamond
1-5 Years	19.70%	18.18%	9.09%	9.09%	9.09%	6.06%
6-10 Years	14.41%	21.62%	10.81%	8.11%	7.21%	6.31%
11-20 Years	24.41%	22.71%	16.10%	6.78%	10.85%	5.76%
20+ Years	26.53%	24.49%	14.97%	11.79%	10.66%	6.80%

# Financial Planning Tools

**Percent Utilization:** 99.53%

**Average User Ranking Score (on a scale of 1-10):** 6.59

**Market Share Leaders:** MoneyGuidePro (41.81%) and eMoney (25.61%)

**Highest User Rankings:** Right Capital (8.39), eMoney (7.89) and MoneyGuidePro (7.86)

Program	% of Respondents	Average User
	Using It	Rating
MoneyGuidePro	41.81%	7.86
eMoney	25.61%	7.89
MoneyTree	7.91%	7.13
Advicent/NaviPlan	6.78%	6.38
Advizr	3.58%	6.71
Right Capital	3.39%	8.39
Finance Logix	1.88%	5.25
Advicent/Profiles	1.60%	6.00
Advyzon	0.85%	6.33
Advicent/Figlo	0.75%	5.00
Private Client Resources	0.19%	5.50
Other	5.18%	
No Response	0.47%	

One of the most interesting findings of this survey was the extremely high usage rate of professional financial planning software among our survey respondents.

While other studies have found, disturbingly, that only 70-80% of people calling themselves financial planners actually use financial planning software, our survey cohort is virtually unanimous in its usage.

However, we acquired another dose of humility when we realized that we'd omitted several innovative competitors--if not market share leader--from the survey. (See next page, right.)

Few will be

surprised at the market share statistics here, which show MoneyGuidePro and eMoney leading the pack. After that, several competitors qualify as runnersup, including the venerable MoneyTree software toolset, which finished a surprising third on the list. Right Capital earned the highest user rating, followed by the three most popular programs.

Turning our attention to the tools that our respondents are thinking about adding, it appears that eMoney will gain market share in the future, though not greatly at the expense of MoneyGuidePro, which was another popular choice

Respondents Are Thinking About Adding	
eMoney	126
MoneyGuidePro	98
Right Capital	53
Advizr	18
Advicent/NaviPlan	17
MoneyTree	14
Advyzon	11
Finance Logix	9
Advicent/Profiles	3
Advicent/Figlo	2

## Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
MoneyGuidePro	11	6	9	9	14	17	60	128	113	77
eMoney	7	2	4	3	9	13	38	82	73	41
MoneyTree	2	3	2	3	3	10	19	21	13	8
Advicent/NaviPlan	9	0	2	6	3	8	16	11	13	4
Advizr	0	3	3	1	4	2	9	8	3	5
Right Capital	0	1	0	0	0	0	7	8	13	7
Finance Logix	4	2	1	1	1	2	2	4	3	0
Advicent/Profiles	2	1	0	1	2	2	3	4	1	1
Advyzon	0	1	1	0	2	0	2	0	2	1
Advicent/Figlo	1	1	0	0	2	2	1	1	0	0
Private Client Resources	0	0	0	0	1	1	0	0	0	0

as a program to switch to. Right Capital, perhaps on the strength of its satisfied user base, finished a strong third in the part of the survey that predicts future success.

Turning to the market share breakdowns, eMoney pulls even with MoneyGuidePro in popularity with the largest advisory firms, while Advizr is clearly a favorite among the smallest ones, outpolling NaviPlan for firms below \$500,000 in total annual revenues.

NaviPlan owns its greatest market share among dually-registered advisors and comprehensive wealth managers. MoneyTree holds the second-largest market share with respondents who self-identify as primarily asset managers, a cohort where eMoney lags.

Meanwhile, the established programs seem to hold similar market share across all age categories. But Advizr and Right Capital

are strong competitors among advisors with 1-5 years of experience, which could give them a good base of growth in the future. (Advizr is part of the XY Planning Network package.)

This category also attracted the largest number of “other” softwares mentioned, including Cheshire, which will be included in future versions. The full list, omitting only brokerage in-house programs, can be found in the column on the right. Note Interactive Advisory Services--which some will recall is a multiple-tool solution like the more modern and ambitious Advyzon and (though not in the planning space) Tamarac.

The advantage of these programs, of course, is their integration, but they tend not to show up well in any individual category. In the future, we may need to reserve for them a separate grouping.

#### “Other” Financial Planning Tools Mentioned

Cheshire (7)  
 InStream (5)  
 GoalGami Pro (4)  
 Financeware (4)  
 Interactive Advisory Services (3)  
 ESPlanner (3)  
 PlanPlus (2)  
 ExecPlan (2)  
 TRAK (2)  
 Advisys (1)  
 Sungard (1)  
 Plan Builder (1)  
 RightCapital (1)  
 The Living Balance Sheet (1)  
 WealthVision (1)  
 ACP Pyramid (1)  
 LEAP (1)  
 EMX Select (1)  
 Portfolio Pathways (1)  
 Retirement Analyzer (1)  
 ClearPath/Betavest (1)  
 InsMark Wealthy & Wise (1)  
 Voyant (1)  
 Horizon (1)  
 RetireUp (1)  
 LPL WealthVision (1)

Market Share Breakdown: Size of firm						Right Capital
	MoneyGuidePro	eMoney	MoneyTree	NaviPlan	Advizr	
\$50,000 - \$250,000	45.54%	21.29%	12.38%	4.95%	7.43%	4.46%
\$250,000 - \$500,000	41.22%	27.70%	9.46%	4.05%	6.76%	4.73%
\$500,000 - \$1 million	46.63%	24.35%	7.25%	11.40%	2.07%	2.59%
\$1 million - \$4 million	46.35%	28.83%	5.84%	7.66%	1.46%	2.19%
\$4+ million	34.78%	32.17%	10.43%	6.96%	1.74%	1.74%

Market Share Breakdown: Business Model						
	MoneyGuidePro	eMoney	MoneyTree	NaviPlan	Advizr	Right Capital
Dually-Registered	41.32%	32.23%	3.31%	9.09%	3.31%	1.65%
Fee-only Asset Manager	24.14%	6.90%	13.79%	0.00%	3.45%	0.00%
Fee-only Planner (SEC -Registered)	50.96%	22.19%	10.96%	5.75%	3.84%	3.01%
State-registered Fee-Only Planner	43.59%	28.21%	6.84%	6.84%	8.55%	5.98%
Comprehensive Wealth Manager	36.14%	32.53%	8.03%	8.84%	2.81%	2.81%

Market Share Breakdown: Years in Business						Right Capital
	MoneyGuidePro	eMoney	MoneyTree	NaviPlan	Advizr	
1-5 Years	42.42%	22.73%	7.58%	6.06%	13.64%	12.12%
6-10 Years	42.34%	29.73%	8.11%	4.50%	6.31%	4.50%
11-20 Years	45.42%	26.10%	7.80%	7.12%	2.71%	2.37%
20+ Years	42.86%	26.53%	9.07%	7.48%	2.72%	2.04%

# Document Management Tools

**Percent Utilization:** 25.74%

**Average User Ranking Score (on a scale of 1-10):** 7.56

**Market Share Leaders:** DocuSign (27.59%) and LaserApp (19.30%)

**Highest User Rankings:** DocuSign (8.08) and Worldox (8.07)

Program	% of Respondents Using It	Average User Rating
DocuSign	27.12%	8.05
Laser App	19.19%	7.38
Laserfiche	7.75%	7.44
Worldox	6.73%	8.07
NetDocuments	5.35%	7.00
DocuPace	2.21%	6.54
Other	7.84%	
No Response	74.26%	

Document management is a category where “none of the above” handily wins the market share battle. Overall, 25% of our survey respondents reported not using any program in the document management category, which suggests that there is a great deal of room for growth and adoption in this space.

The percentage usage would seem to tell a different story, but a number of respondents are using DocuSign plus a docu-

ment storage solution. This is not illogical, since DocuSign clearly provides different functionality in an advisor’s office than LaserApp, Laserfiche and Worldox--the three next highest ranked on the survey’s market share list.

The biggest surprise is the significant number of advisors who are using Worldox, which was created for the legal industry and does virtually no marketing in the advisor space. It IS, however, a key part of Trumpet, Inc.’s Vir-

tuoso, which integrates Wordox’s paperless document filing system into the full array of advisor CRM programs.

Worldox also received the second-highest user ranking score, almost certainly all from Virtuoso users, finishing only a hundredth of a point behind the very high 8.08 rating achieved by DocuSign--two of the highest ratings in the entire survey. Interestingly (given such a low adoption rate), the user ranking scores for document management software was very nearly tied for the highest overall among all categories,. This suggests that those who *are* making use of these programs are getting value from them.

DocuSign	61
Laserfiche	36
Laser App	33
Worldox	19
NetDocuments	17
DocuPace	12

Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
DocuSign	1	1	2	3	14	17	57	77	60	62
Laser App	3	5	7	3	19	18	37	46	41	29
Laserfiche	1	1	2	0	10	5	16	26	14	9
Worldox	0	0	0	1	5	5	7	24	21	10
NetDocuments	5	0	2	1	4	4	11	15	10	6
DocuPace	1	1	2	1	3	2	6	1	3	4

Yet when we turn to our indicator of future growth, the field where respondents tell us what programs they're thinking about adding (see left side of previous page) we find that only a fairly small percentage of respondents are looking at adding document management solutions to their technology stack.

DocuSign leads the "thinking about adding" list by an almost 2:1 margin, with Laserfiche and LaserApp in 2nd and 3rd place. But it appears that the benefits of e-signature technology (DocuSign) and paperless archiving and retrieval will not achieve mainstream status for some time.

Among the programs that probably should have been included in the survey, which were mentioned in the write-in box, were ShareFile and Redtail's document management system, followed by

Dropbox and a variety of other solutions which may be unfamiliar to most advisors. (See the full list on the far right column of this page.)

Looking at the breakdowns based on size of firm, business model and years in business, the first thing that jumps out is the fact that younger advisors seem not to be any more likely to adopt document management technology than their (much) older cohorts.

Larger firms are far more likely to use Worldox; indeed, among firms with more than \$4 million in total revenues, Worldox is the document management leader, and close behind the market share of DocuSign.

Meanwhile, self-described asset managers seem less likely to adopt this technology than firms that provide financial planning or wealth management services.

#### "Other" Document Management Tools Mentioned

Sharefile (16)  
Redtail Imaging (14)  
Box.com (13)  
Dropbox (8)  
Egnyte (5)  
Cabinet NG (4)  
Advzyon (2)  
CEO Image (2)  
Google Vault (2)  
EchoSign (2)  
eFileCabinet (2)  
FilesAnywhere (1)  
Grendel (1)  
File Center (1)  
Carbonite (1)  
Paperport (1)  
Cabinet SAFE (1)  
SignX (1)  
Right Signature (1)  
Heliosign (1)  
SecureFile Pro (1)  
OnBase (1)  
DocIt (1)  
Documentum (1)  
iDocs (1)  
GoFileRoom (1)

Market Share Breakdown: Size of firm						
	DocuSign	LaserApp	Laserfiche	Worldox	NetDocuments	DocuPace
\$50,000 - \$250,000	27.23%	19.80%	4.46%	0.50%	1.49%	2.48%
\$250,000 - \$500,000	37.84%	20.27%	7.43%	1.35%	8.11%	2.70%
\$500,000 - \$1 million	29.53%	21.24%	8.29%	4.15%	6.22%	3.63%
\$1 million - \$4 million	28.47%	21.90%	11.31%	12.41%	7.30%	2.19%
\$4+ million	25.22%	17.39%	11.30%	20.87%	7.83%	0.87%

Market Share Breakdown: Business Model						
	DocuSign	LaserApp	Laserfiche	Worldox	NetDocuments	DocuPace
Dually-Registered	31.40%	26.45%	11.57%	3.31%	4.13%	6.61%
Fee-only Asset Manager	13.79%	3.45%	6.90%	6.90%	3.45%	0.00%
Fee-only Planner (SEC -Registered)	27.95%	19.18%	7.12%	7.12%	7.40%	0.65%
State-registered Fee-Only Planner	36.75%	22.22%	7.69%	5.98%	3.42%	4.27%
Comprehensive Wealth Manager	30.12%	22.09%	9.64%	11.65%	6.83%	2.41%

Market Share Breakdown: Years in Business						
	DocuSign	LaserApp	Laserfiche	Worldox	NetDocuments	DocuPace
1-5 Years	34.85%	19.70%	3.03%	1.52%	1.52%	0.00%
6-10 Years	33.33%	20.72%	4.50%	1.80%	6.31%	1.80%
11-20 Years	32.20%	20.68%	4.75%	5.76%	6.44%	2.37%
20+ Years	25.40%	20.63%	12.47%	10.66%	6.12%	3.17%

# Investment Analytics Tools

**Percent Utilization:** 83.49%

**Average User Ranking Score (on a scale of 1-10):** 7.47

**Market Share Leader:** Morningstar (59.23%)

**Highest User Rankings:** MacroRisk Analytics (8.33) and FactSet (7.92)

Program	% of Respondents Using It	Average User Rating
Morningstar	58.49%	7.63
YCharts	6.46%	7.74
Hidden Levers	3.51%	7.61
AdvisoryWorld	3.41%	6.38
RiXtrema	2.86%	7.16
FactSet	2.49%	7.33
StatPro	0.46%	6.20
MacroRisk Analytics	0.28%	8.33
Other	4.52%	
No Response	16.51%	

The very high utilization percentage for this category can be attributed to Morningstar's ubiquitous presence as the investment analytical tool of choice in the financial planning and wealth management space. In fact, one of the biggest surprises of the survey is that the 60% market share isn't higher.

Here again, one shouldn't put too much credence in the mar-

ket share comparisons, since it is perfectly plausible, for example, for an advisory firm to be using Morningstar's data plus RiXtrema plus Ycharts--for different purposes.

Interestingly, the most complex analytical tool seemed to get the highest user rating: MacroRisk Analytics (8.33) should more properly be slotted as an institutional tool at this point in its evolution, with the preponderance of its users being professional money managers.

A less expensive, surprisingly powerful competitor to FactSet is YCharts, which finished second in the market share ranking, third in the overall ranking and second on the list of programs that respondents are thinking about adding. Meanwhile, RiXtrema has been adding functionality, including a new DOL Fiduciary Compliance tool and an integration with FinaMetrica, to help advisors assess the appropriateness of prospect and client portfolios.

"Other" Investment Analytics Tools Mentioned	
Kwanti/Portfolio Lab	(10)
fi360	(8)
DFA Returns	(7)
Dorsey Wright	(5)
Bloomberg Terminal	(4)
Zephr	(3)
Zacks	(2)
BetaVest ClearPath	(1)
Voyant	(1)
MPI Stylus Pro	(1)
Ned Davis Research	(1)
Markov Processes Inc.	(1)
InvestmentView	(1)
Value Line	(1)
Telemet	(1)
MarketEdge	(1)
FinViz	(1)

Respondents Are Thinking About Adding	
Hidden Levers	47
YCharts	34
Morningstar	30
AdvisoryWorld	22
RiXtrema	21
FactSet	18
MacroRisk Analytics	13
StatPro	4

### Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
Morningstar	5	2	8	15	35	54	128	200	119	68
YCharts	1	0	1	1	4	8	10	24	6	15
Hidden Levers	1	2	1	0	2	3	6	7	5	11
AdvisoryWorld	1	2	1	1	6	6	8	9	0	3
RiXtrema	1	1	1	0	5	3	4	5	5	6
FactSet	2	0	1	0	1	2	2	12	4	3
StatPro	0	0	1	0	1	0	2	0	1	0
MacroRisk Analytics	0	0	0	0	0	0	1	1	0	1

# Trading/Rebalancing Tools

**Percent Utilization:** 40.96%

**Average User Ranking Score (on a scale of 1-10):** 7.10

**Market Share Leaders:** Envestnet/Tamarac (13.94%) and iRebal (TDA free version) (12.05%)

**Highest User Rankings:** iRebal (TDA free version) (7.70) iRebal (standalone) 7.50 and Envestnet/Tamarac (7.45)

Program	% of Respondents Using It	Average User Rating
Envestnet/Tamarac	13.94%	7.45
iRebal (TDA-free version)	12.05%	7.70
Total Rebalance Expert	2.92%	7.19
Trade Warrior	2.73%	7.28
iRebal (standalone)	2.45%	7.50
Red/Black	2.17%	7.35
FolioDynamix	1.22%	5.23
Other	3.48%	
No Response	59.04%	

Despite our earlier comment that multiple-function programs don't score well in these surveys, Envestnet's Tamarac program is our survey's market leader in the trading/rebalancing category, nudging out TDA's free version of iRebal. The two were also the most likely to be on the minds of advisors who are thinking of adding new trading and rebalancing capabilities, and--along with the standalone version of iRebal--they scored two of the three highest

user rankings.

The overall utilization rate for trading/rebalancing programs is just 41%, once again making "none of the above" the most popular choice in this category. We expected Morningstar's newly-acquired Total Rebalance Expert to have a higher market share, but there is clearly room to grow as more advisors look for more sophisticated investment management capabilities. Notably, all the competitors but one achieved an above-average user rating across the whole study, suggesting once again that those few who are using these tools are getting good value.

## "Other" Trading/Rebalancing Tools Mentioned

Schwab Portfolio Rebalancer (6)  
 LPL Internal (6)  
 FOLIO Institutional (2)  
 UBS Internal (1)  
 Morgan Stanley Internal (1)  
 Commonwealth Internal (1)  
 Fidelity WealthCentral Rebalancer (1)  
 Orion (6)  
 Thompson (3)  
 Schwab Intelligent Portfolios (1)  
 Interactive Advisory Software (1)  
 Moxy (1)  
 Charles River Anywhere (1)  
 dbCAMS (1)  
 Eximius (1)  
 TrustFort (1)  
 FinFolio (1)  
 Trak Software (1)  
 Cheshire (1)

Respondents Are Thinking About Adding	
iRebal (TDA-free version)	50
Envestnet/Tamarac	48
iRebal (standalone)	37
Total Rebalance Expert	32
Red/Black	14
FolioDynamix	11

## Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
Envestnet/Tamarac	9	1	5	3	8	13	15	36	27	31
iRebal (TDA-free version)	2	0	5	1	13	6	22	32	16	31
Total Rebalance Expert	2	0	1	1	3	1	1	13	8	1
Trade Warrior	2	0	1	0	1	4	6	6	3	6
iRebal (standalone)	1	0	0	1	3	0	3	12	2	4
Red/Black	1	1	0	0	1	3	2	8	5	2
FolioDynamix	3	0	1	1	1	2	2	1	1	1

# Client Portal Tools

**Percent Utilization:** 45.39%

**Average User Ranking Score (on a scale of 1-10):** 7.69

**Market Share Leader:** eMoney (22.41%)

**Highest User Rankings:** Oranj (9.00) and eMoney (8.02)

Program	% of Respondents Using It	Average User Rating
eMoney	22.60%	7.79
Modestspark	3.04%	7.27
Sharefile	3.01%	(Not Collected)
Everplans Professional	2.95%	6.78
Tamarac	2.82%	(Not Collected)
Oranj	1.38%	9.00
Wealth Access	1.20%	5.46
Trizic	0.37%	5.75
Other	7.66%	
No Response	54.61%	

No part of the financial services toolkit is evolving faster than the client portal space, and there is considerable confusion about where that evolution will take us. For a time, it appeared that the portal space belonged to the asset management tools (or integrations like Modestspark), which could easily display portfolio balances. But a glance at our survey ratings suggests that at least one financial planning program has something to say about that.

That eMoney is the leader

in this space is not surprising; the company built itself as a client-facing tool at least as much as an advisor-facing one, and the portal can be viewed as an entirely logical outgrowth of a collaborative planning start to the client relationship. However, we were a bit surprised by the extent of the dominance--and its dominance of the "respondents are thinking about adding" rankings as well.

Number two and four on the market share rankings list were programs we didn't (alas) include in the survey questions: Sharefile and Tamarac. Meanwhile, Oranj appears to have modest market share, but achieved the highest user ranking in our entire survey.

### Respondents Are Thinking About Adding

eMoney	76
Everplans Professional	26
Oranj	18
Modestspark	15
Wealth Access	12
Trizic	3

"Other" Client Portal Tools Mentioned
Orion Portal (11)
Junxure ClientView Live (10)
Black Diamond Portal (6)
Blueleaf (5)
Egnyte (4)
Morningstar Portal (4)
Box.com (4)
AssetBook InvestorView (3)
Advyzon (3)
YoureFolio (3)
NetDocuments (3)
FinanceLogix (3)
Advizr (2)
Lightport (2)
Interactive Advisory Services (2)
Grendel (2)
Ameriprise Client Portal (2)
Right Capital (2)
LPL AccountView (1)
FinLife (1)
Financial Genius (1)
Fortigent (1)
Advisor Vault (1)
Folio Client (1)
EMXSelect (1)
Aqumulate (1)
Elevate (1)

### Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
eMoney	7	7	2	2	10	11	38	67	55	46
Sharefile	(No ratings collected)									
Modestspark	2	0	1	1	2	1	7	8	8	3
Tamarac	(No ratings collected)									
Everplans Professional	4	3	0	0	4	0	2	5	7	7
Oranj	0	0	0	0	0	0	0	4	7	4
Wealth Access	4	0	1	0	0	0	4	1	2	1
Trizic	0	0	1	0	1	0	1	1	0	0

# Risk Tolerance Assessment Tools

**Percent Utilization:** 53.87%

**Average User Ranking Score (on a scale of 1-10):** 6.69

**Market Share Leaders:** Riskalyze (25.80%) and FinaMetrica (20.72%)

**Highest User Rankings:** FinaMetrica (7.62) and Riskalyze (7.05)

Program	% of Respondents Using It	Average User Rating
Riskalyze	25.80%	7.05
FinaMetrica	20.72%	7.62
Pocket Risk	3.01%	5.41
Other	3.32%	
No Response	46.13%	

You would think from the chart at the upper right that the risk tolerance marketplace is fundamentally and narrowly confined to three competitors. But in fact, the majority of advisors appear to be assessing client risk tolerance using a variety of in-house or borrowed solutions,

In addition to that (see “other” list at right), they can turn to quizzes built into their financial planning programs like MoneyGuidePro, eMoney, MoneyTree, NaviPlan and Advyzon. Investment analytic tools like Hidden Levers and RiXtrema also have their own risk tolerance tools, as does IPS AdvisorPro, which produces investment policy statements.

It came as a bit of a surprise

that FinaMetrica’s market share would be as close to Riskalyze’s in the U.S. market, since Riskalyze has been prominent at most planning conferences and seems to announce new integrations on a weekly basis. The best explanation is, once again, the nature of the sample; the Inside Information and Advisor Perspectives communities seem to consist of more experienced advisors at larger advisory firms, who almost certainly had formed a pre-existing relationship with FinaMetrica by the time Riskalyze entered the scene.

Pocket Risk, meanwhile, is reportedly changing its business model and focus. More to come when the announcement comes out later this year.

- “Other” Risk Tolerance Assessment Tools Mentioned**
- MoneyGuidePro (6)
  - Vanguard Risk Survey (5)
  - Hidden Levers (5)
  - SEI Investments Risk Tolerance: (3)
  - eMoney (2)
  - MoneyTree (2)
  - RiXtrema (2)
  - IPS AdvisorPro (2)
  - NaviPlan (1)
  - Advyzon (1)
  - Financial DNA (1)
  - Advisor Intelligence (1)
  - EMX Risk Survey (1)
  - TRAK Software (1)
  - Cheshire Software (1)
  - BetaVest (1)
  - Junxure (1)

Respondents Are Thinking About Adding	
Riskalyze	139
FinaMetrica	64
Pocket Risk	21

### Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
Riskalyze	15	6	9	11	28	16	46	57	40	46
FinaMetrica	8	0	6	6	13	11	34	61	41	40
Pocket Risk	12	1	2	0	4	3	1	5	2	5

# Client Data Gathering Tools

**Percent Utilization:** 28.25%

**Average User Ranking Score (on a scale of 1-10):** 5.54

**Market Share Leader:** PreciseFP (12.05%)

**Highest User Ranking:** PreciseFP (5.80)

Program	% of Respondents Using It	Average User Rating
PreciseFP	12.05%	5.80
Financial Identities	4.24%	5.27
eMoney	3.01%	(Not Collected)
Junxure	1.98%	(Not Collected)
MoneyGuidePro	1.69%	(Not Collected)
Redtail	1.13%	(Not Collected)
Other	4.14%	
No response	71.75%	

In theory, having a tool which gathers basic client data either to eliminate redundant key-boarding by flowing the information into CRM, planning and account application programs (PreciseFP) or identifying key hot-button issues and client personality traits in advance of the first meeting (Financial Identities) would seem to address a universal demand.

In theory... Yet this category of software received the lowest percentage utilization--and this was after we included the write-in votes, which represented significant percentages of an overall 28.25% total market share.

This is another category where a variety of providers offer a partial solution, from the data-gathering forms in eMoney, MoneyGuidePro and the CRM solutions Junxure and Redtail, to the most popular responses in the “other” field: in-house forms and, for eight advisors (probably a lot more were thinking this) “pen and paper in a sit-down meeting.”

Which, of course, is another way to say that there is plenty of room for market share to grow in this space. PreciseFP has a tenuous lead but also the lowest user ranking of any market leader in the survey.

To be continued...

“Other” Risk Tolerance Assessment Tools Mentioned
MoneyTree (12)
CogitoForms (8)
Naviplan (6)
Grendel (3)
Financial Profiles (3)
XLR8 (3)
ACT (3)
Protracker (2)
Adviser’s Assistant (2)
Bill Good Gorilla (2)
Mindjet (1)
Tamarac (1)
Advyze (1)
Last Advisor (1)
AP Test (1)
High Net Worth Insight (1)
Goalgami (1)
Mitch Anthony’s forms (1)
SalesGenie (1)
TypeForm (1)
TRAK (1)
The Living Balance Sheet (1)
Adobe Document Cloud (1)
Advent AXYS (1)
dbCAMS (1)
Pivotol (1)
Circle of Wealth (1)
Retirement Analyzer (1)
PlanPlus (1)
PracticeBuilder (1)

Respondents Are Thinking About Adding	
PreciseFP	89
Financial Identities	40

### Distribution of User Ratings

Program	1	2	3	4	5	6	7	8	9	10
PreciseFP	13	9	6	6	24	10	20	22	6	12
Financial Identities	6	6	3	0	9	4	5	7	0	5
eMoney	(No ratings collected)									
Junxure	(No ratings collected)									
MoneyGuidePro	(No ratings collected)									
Redtail	(No ratings collected)									