

2022 Survey Results

2022

T3/
INSIDE INFORMATION
SURVEY

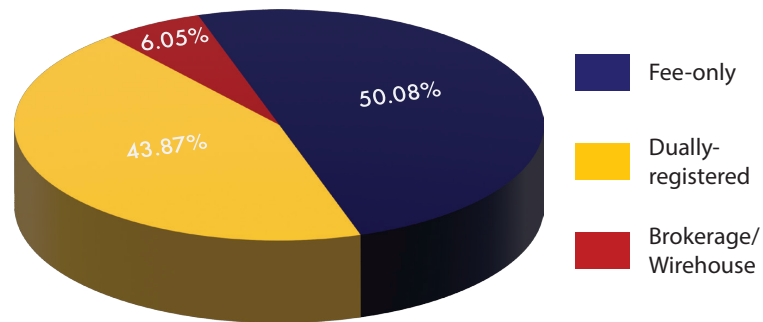
Joel Bruckenstein
Bob Veres

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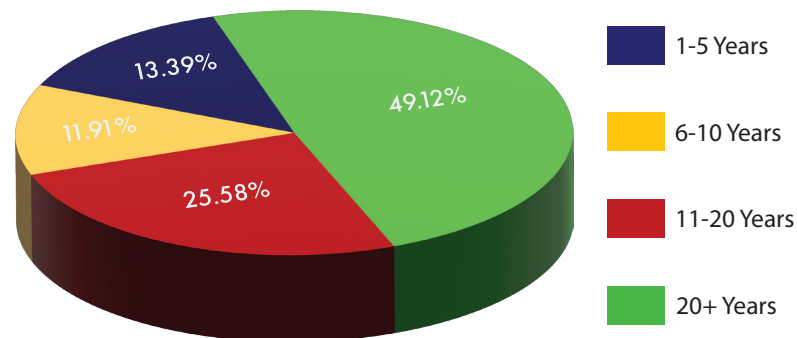
By the Numbers

4,495 survey participants

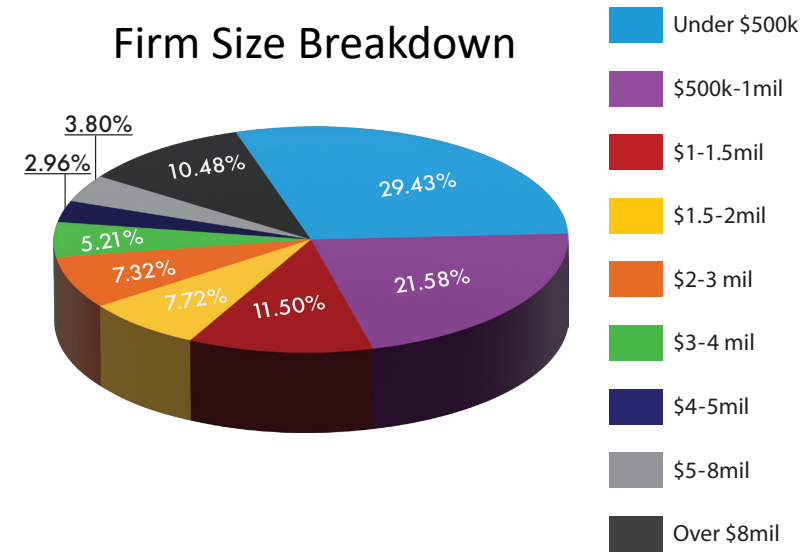
Participants' Business Model



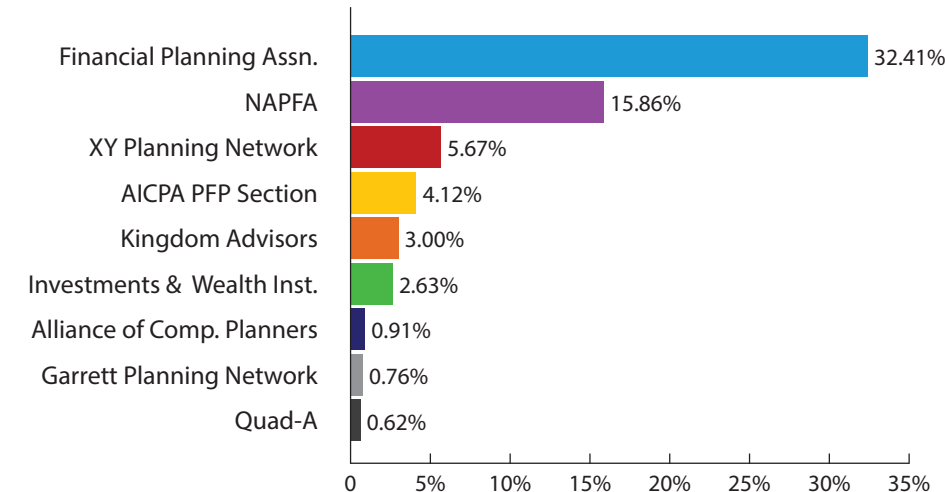
Participants' Years of Experience



Firm Size Breakdown



Participants' Association Affiliations



Total percentage affiliated with at least one organization: 45.21%

Market Penetration by Category

Every year we expect CRM to reach 100% and Financial Planning to reach 90%.

Retirement distribution planning, Social Security analysis and tax planning should all be higher—and probably will rise in future years.

Market Penetration	2022	2021	Diff.
CRM	96.89%	92.18%	4.71%
Financial Planning	82.18%	78.74%	3.44%
Portfolio Management	63.87%	63.67%	0.20%
Document Processing	58.95%	58.40%	0.55%
Social Security Analysis	48.14%	45.23%	2.91%
Document Management	47.19%	40.40%	6.79%
Investment Data/Analytics	46.52%	43.33%	3.19%
Account Aggregation	43.72%	40.67%	3.05%
College Planning	43.52%	44.21%	-0.69%
Trading/Rebalancing	38.69%	33.97%	4.72%
Economic Analysis	37.29%	40.23%	-2.94%
Risk Tolerance	31.50%	31.82%	-0.32%
Tax Planning	29.77%	23.88%	5.89%
Digital Marketing	28.97%	31.21%	-2.24%
Cybersecurity	22.45%	18.71%	3.74%
All-in-One Programs	20.78%	17.93%	2.85%
Estate Planning	10.95%	4.49%	6.46%
Retirement Dist. Planning	10.72%	10.28%	0.44%

Changes in Market Penetration

Trend #1: More advisory firms are using more categories of software. (Notice higher overall adoption rates.)

Note the declines in digital marketing and economic analysis.

Not much rise in portfolio management despite more competition and more features.

Market Penetration	2022	2021	Diff.
Document Management	47.19%	40.40%	6.79%
Estate Planning	10.95%	4.49%	6.46%
Tax Planning	29.77%	23.88%	5.89%
Trading/Rebalancing	38.69%	33.97%	4.72%
CRM	96.89%	92.18%	4.71%
Cybersecurity	22.45%	18.71%	3.74%
Financial Planning	82.18%	78.74%	3.44%
Investment Data/Analytics	46.52%	43.33%	3.19%
Account Aggregation	43.72%	40.67%	3.05%
Social Security Analysis	48.14%	45.23%	2.91%
All-in-One Programs	20.78%	17.93%	2.85%
Document Processing	58.95%	58.40%	0.55%
Retirement Dist. Planning	10.72%	10.28%	0.44%
Portfolio Management	63.87%	63.67%	0.20%
Risk Tolerance	31.50%	31.82%	-0.32%
College Planning	43.52%	44.21%	-0.69%
Digital Marketing	28.97%	31.21%	-2.24%
Economic Analysis	37.29%	40.23%	-2.94%

Category Satisfaction Scores

Trend: Overall, advisors are (slightly) happier with their software than they were last year. (Better integrations? More features?)

Social Security topped the list, estate planning came in last.

Note the declines in digital marketing and economic analysis—which fits with the market share declines.

Total Category Ratings	2022	2021	Diff.
Social Security Analysis	7.95	7.64	0.31
Investment Data/Analytics	7.88	7.72	0.16
Document Management	7.81	7.69	0.12
Cybersecurity	7.79	8.10	-0.31
Document Processing	7.78	7.58	0.20
All-in-One Programs	7.75	6.64	1.11
Risk Tolerance	7.71	7.50	0.21
College Planning	7.70	7.34	0.36
Economic Analysis	7.67	7.80	-0.13
Tax Planning	7.64	7.59	0.05
Portfolio Management	7.62	7.24	0.38
Trading/Rebalancing	7.43	7.26	0.17
Financial Planning	7.40	6.68	0.72
CRM	7.26	6.94	0.32
Retirement Dist. Planning	7.25	7.07	0.18
Account Aggregation	7.19	6.40	0.79
Digital Marketing	6.98	7.77	-0.79
Estate Planning	6.83	6.54	0.29

Category Utilization by Membership Org. – Cultural Differences?

Software Utilization	FPA	NAPFA	AICPA PFP	XYPN	Kingdom Adv.	Inv. & Wealth Inst.
CRM	97.46%	96.07%	91.89%	98.82%	99.26%	94.07%
Financial Planning	89.57%	93.55%	91.89%	95.29%	92.59%	90.68%
Portfolio Management	85.93%	82.75%	81.62%	84.71%	93.33%	94.07%
Trading/Rebalancing	58.61%	66.34%	56.76%	73.73%	60.74%	62.71%
Investment Data/Analytics	81.88%	72.51%	75.14%	63.53%	77.78%	93.22%
Economic Analysis	60.12%	62.41%	62.70%	61.18%	48.89%	75.42%
Risk Tolerance	40.43%	40.25%	41.62%	52.16%	39.26%	41.53%
Document Management	76.18%	89.06%	77.84%	93.33%	80.00%	71.19%
Document Processing	65.20%	70.41%	72.97%	72.55%	67.41%	61.86%
Retirement Dist. Planning	31.78%	30.43%	37.84%	29.41%	31.11%	44.92%
Estate Planning	13.93%	11.36%	12.97%	10.98%	16.30%	15.25%
Tax Planning	49.28%	71.81%	90.81%	64.71%	46.67%	58.47%
Social Security Analysis	57.65%	61.43%	58.92%	58.43%	58.52%	62.71%
College Planning	57.17%	63.81%	67.03%	75.29%	54.81%	63.56%
All-in-One Programs	27.39%	24.54%	28.65%	14.12%	16.30%	38.98%
Account Aggregation	53.88%	62.55%	60.00%	71.76%	45.93%	58.47%
Cybersecurity	31.85%	25.67%	34.05%	12.55%	32.59%	28.81%
Digital Marketing	32.74%	25.67%	38.38%	30.98%	34.07%	29.66%

Market Share Concentration

Once You Get Past 4 Programs/Solutions...

The categories highest on this list are the least competitive; those toward the bottom are the most competitive beyond a 'top four.'

In general, a few firms tend to dominate in most of the most popular categories.

Is this a concern for software users?

Market Share Concentration	Top 2 (%)	Top 3 (%)	Top 4 (%)
College Planning	78.03%	92.13%	95.66%
Estate Planning	70.31%	82.18%	90.61%
Risk Tolerance	76.77%	83.48%	89.94%
All-in-One Programs	53.46%	70.59%	86.17%
Cybersecurity	62.68%	74.47%	85.83%
Document Processing	71.56%	78.62%	84.85%
Digital Marketing	64.69%	77.04%	83.81%
Account Aggregation	57.98%	70.93%	83.10%
CRM	70.40%	75.57%	80.37%
Financial Planning	61.41%	72.97%	77.03%
Tax Planning	61.32%	68.67%	74.57%
Investment Data/Analytics	50.88%	63.14%	71.65%
Portfolio Management	40.39%	54.03%	66.30%
Economic Analysis	47.38%	56.37%	63.92%
Trading/Rebalancing	37.56%	54.40%	61.92%
Social Security Analysis	43.42%	53.28%	61.12%
Retirement Dist. Planning	36.88%	49.62%	57.79%
Document Management	27.38%	39.65%	50.69%

CRM: Redtail and Everybody Else

Market leaders in this category also have high user ratings (the formula for maintaining market share.

But...

Programs Respondents Are Considering	
Salesforce Financial Services Cloud	276
Wealthbox	185
Redtail	181
Salesforce Sales Cloud	90
Investnet/Tamarac	85
Advizon	82
Microsoft Cloud for Fin'l Services	69
Concenter Services XLR8	38
AdvisorEngine/Junxure	31
Practifi	30
SmartOffice by Ebix	24
Salentica	23
Advisors Assistant	15
ProTracker	2
AppCrown	2

CRM	Market Share	2021 Mkt Share	Avg. Rating	2021 Avg Rating
Redtail	58.84%	62.26%	8.17	8.06
Wealthbox	9.05%	6.96%	7.90	8.15
Investnet/Tamarac	4.98%	6.51%	7.25	7.11
Salesforce Financial Services Cloud	4.63%	5.97%	7.93	7.27
Advizon	4.25%	1.66%	8.18	7.72
Salesforce Sales Cloud	3.85%	NA	7.35	6.55
AdvisorEngine/Junxure	3.72%	5.68%	6.80	5.98
Concenter Services XLR8	2.49%	2.32%	9.16	8.85
SmartOffice by Ebix	1.38%	1.60%	6.61	5.66
Practifi	1.09%	NA	7.71	NA
Microsoft Cloud for Fin'l Services	1.00%	NA	7.91	NA
Salentica	0.78%	0.79%	6.69	7.05
Advisors Assistant	0.58%	1.14%	5.85	5.79
ProTracker	0.20%	0.46%	6.11	5.50
AppCrown	0.04%	NA	5.00	NA

CRM: Demographic Breakdown

Salesforce and Tamarac are more popular with larger advisory firms.

Wealthbox users tend to be smaller firms.

Note Redtail's differences between fee-only and dually-registered.

Market Share by demographic characteristics				Salesforce	Salesforce	Advisor Engine	
	Redtail	Wealthbox	Tamarac	F.S. Cloud	Sales Cloud	CRM	Advyzon
1-5 years	50.83%	19.44%	3.49%	5.32%	3.32%	1.66%	5.15%
6-10 years	53.27%	14.02%	5.42%	5.42%	3.55%	3.36%	4.30%
11-20 years	58.66%	9.14%	4.53%	5.05%	4.96%	3.92%	4.09%
20+ years	62.50%	4.98%	5.53%	4.03%	3.49%	4.26%	4.08%

Fee-only	40.87%	15.10%	5.02%	5.06%	9.15%	5.95%	8.00%
Dually-registered	77.23%	3.30%	4.87%	4.06%	3.25%	1.47%	0.41%
Brokerage/Wirehouse	74.26%	0.74%	7.43%	5.15%	5.15%	1.47%	1.10%

Below \$500,000	52.99%	19.12%	3.48%	1.66%	2.12%	0.91%	4.91%
\$500,000 - \$1 million	71.13%	6.08%	4.54%	2.68%	1.55%	2.06%	6.08%
\$1-1.5 million	69.25%	6.00%	4.84%	2.32%	3.48%	3.68%	5.42%
\$1.5-2 million	66.86%	4.03%	5.48%	4.03%	5.19%	4.61%	2.88%
\$2-3 million	59.88%	4.26%	4.26%	4.26%	4.26%	7.29%	3.65%
\$3-4 million	55.98%	5.56%	6.41%	4.70%	5.56%	9.40%	1.71%
\$4-5 million	55.64%	2.26%	6.77%	12.03%	6.02%	12.78%	1.50%
\$5-8 million	45.61%	5.26%	6.43%	7.02%	7.02%	10.53%	1.75%
Over \$8 million	39.07%	2.34%	8.70%	17.20%	9.98%	4.03%	1.70%

Financial Planning: A Three-Horse Race (for now)

Here again the market leaders have very strong user ratings.

Naviplan: user rating up, market share down.

Notable newcomer: FP Alpha saw highest market share gain (from a low base).

Financial Planning Software	Market Share	2021 Mkt Share	Average Rating	2021 Avg Rating
MoneyGuidePro Elite	32.79%	36.82%	8.08	7.91
eMoney Pro	28.59%	29.71%	8.13	7.90
RightCapital	11.59%	9.71%	8.14	7.78
eMoney Plus	5.52%	6.13%	7.80	7.44
Orion Financial Planning	4.45%	6.32%	6.31	6.71
Asset-Map	4.07%	4.61%	7.84	7.96
MoneyTree	2.67%	3.75%	7.43	6.80
MoneyGuideOne	2.27%	2.82%	7.71	6.86
Naviplan by InvestCloud	1.74%	2.36%	7.33	5.92
Advyzon	1.54%	0.99%	7.38	7.31
FP Alpha	1.13%	0.51%	7.55	6.19
Covisum	1.02%	NA	7.24	NA
Profiles	0.67%	0.91%	6.73	6.17
Envestnet Logix	0.53%	0.51%	6.92	6.04
InStream	0.38%	NA	6.94	3.29
Elements	0.24%	NA	7.45	NA
Voyant	0.18%	NA	6.75	NA
ExecPlan	0.16%	0.19%	7.29	5.90
Cheshire Wealth Manager	0.16%	0.10%	6.00	8.40
Advice systems, Inc	0.13%	0.04%	4.33	5.50
inTELOSfp	0.11%	0.13%	7.20	4.43
ESPlanner	0.07%	0.13%	9.00	7.43
WealthTrace	0.04%	NA	8.00	NA
PlantechHub	0.02%	0.06%	10.00	7.67

Financial Planning: Demographic Breakdown

MoneyGuidePro and eMoney are strong in all demographics (though eMoney is more popular as firms get larger).

Right Capital users tend to be younger and working at smaller firms.

Market Share by demographic characteristics							
	MoneyGuidePro		Right Capital	Asset-Map	MoneyTree	Orion Planning	Advyzon
	Elite	eMoney Pro					
1-5 years	24.75%	24.75%	44.52%	4.49%	0.83%	2.99%	2.33%
6-10 years	32.34%	28.04%	17.20%	3.36%	2.06%	5.61%	1.12%
11-20 years	34.26%	30.35%	9.91%	3.91%	2.96%	5.30%	1.48%
20+ years	34.69%	28.85%	8.83%	4.21%	3.17%	4.12%	1.45%

Fee-only	33.67%	27.90%	15.28%	3.78%	3.20%	5.55%	2.53%
Dually-registered	32.45%	30.53%	8.52%	4.61%	2.13%	3.60%	0.51%
Brokerage/Wirehouse	30.88%	20.22%	3.31%	2.57%	2.21%	1.47%	0.74%

Below \$500,000	32.35%	20.33%	18.22%	5.14%	2.72%	3.10%	1.74%
\$500,000 - \$1 million	32.68%	27.94%	11.75%	4.54%	2.68%	3.71%	1.75%
\$1-1.5 million	29.59%	30.56%	10.64%	4.84%	4.26%	5.03%	2.51%
\$1.5-2 million	35.16%	28.24%	7.20%	3.17%	2.59%	5.48%	0.86%
\$2-3 million	36.17%	33.13%	8.21%	3.65%	2.13%	4.86%	1.52%
\$3-4 million	30.77%	32.48%	7.69%	2.14%	2.14%	4.27%	0.43%
\$4-5 million	34.59%	44.36%	5.26%	4.51%	2.26%	7.52%	1.50%
\$5-8 million	33.92%	39.18%	6.43%	1.75%	4.09%	7.02%	1.17%
Over \$8 million	35.46%	37.79%	4.88%	1.91%	1.06%	6.37%	0.64%

Retirement Distribution Rankings: Why So Few?

This is a wide-open opportunity in the fintech landscape.

As more clients retire, more advisors will look for income planning solutions.

Retirement Dist. Planning Tools	Market Share	2021 Mkt Share	Average Rating	2021 Avg Rating
Income Solver	2.58%	2.40%	7.44	6.87
FP Alpha	1.74%	NA	7.14	NA
Income Conductor	1.49%	1.54%	7.39	7.60
Income Lab	1.05%	NA	7.72	NA
InvestCloud RetireUp	0.96%	2.47%	7.28	7.08
Vanguard Nest Egg Calculator	0.93%	1.03%	6.48	7.06
Covisum Income InSight	0.69%	NA	7.03	NA
Bucket Bliss	0.56%	0.86%	7.44	6.80
Big Picture App	0.47%	NA	7.48	NA
MaxFi Planner	0.44%	0.53%	8.10	6.89
JourneyGuide	0.38%	0.25%	6.00	7.15
Timeline	0.29%	0.57%	7.54	6.93
Income Discovery	0.13%	NA	7.17	NA

	2022	2021
Total Category Market Penetration	10.72%	10.28%
Category Average Weighting	7.25	7.07

Portfolio Management: The Most Competitive Category

Another wide-open opportunity in the fintech landscape.

5 firms have more than 5% market share and #6 (Advyzon) has the highest user satisfaction score.

Scores are high across the board.

Portfolio Management Tools	Market Share	2021 Mkt Share	Average Rating	2021 Avg Rating
Albridge	17.06%	19.96%	7.64	7.49
Orion Advisor Services	14.37%	13.89%	7.86	7.71
Morningstar Office Port. Builder	10.61%	16.25%	7.67	7.50
Envestnet/Tamarac	9.54%	11.68%	7.78	7.42
Advent/Black Diamond	5.94%	6.07%	7.92	7.82
Advyzon	3.80%	1.86%	8.49	7.94
SEI	3.29%	NA	7.90	NA
Tamarac PortfolioCenter	2.34%	3.58%	7.71	6.86
Schwab PortfolioConnect	2.02%	2.15%	7.13	6.79
Broadridge/Investigo	1.91%	2.26%	7.36	7.20
Altruist	1.65%	0.99%	8.49	7.12
Capitact	1.31%	1.35%	6.47	6.56
AssetBook	0.93%	0.76%	8.48	7.63
Addepar	0.89%	0.44%	8.45	7.17
BlackRock 55ip	0.60%	0.27%	7.89	6.21
Panoramix Pro	0.36%	0.84%	9.50	8.98
Advent/Axys	0.24%	0.67%	7.36	5.57
Blaze Portfolio	0.18%	0.30%	8.25	7.38
FinFolio	0.16%	0.23%	6.57	5.58
Vestmark	0.16%	0.10%	7.86	8.40
Capttools	0.13%	0.21%	7.83	7.45

	2022	2021
Total Category Market Penetration	63.87%	63.67%
Category Average Rating:	7.91	7.24

Portfolio Management Demographics

Albridge and Tamarac enjoy high market share among dually-registered advisors, but less penetration in the fee-only world. Orion is the opposite.

Orion, Tamarac and Black Diamond become increasingly popular as firms get larger.

Market Share by demographic characteristics							
	Orion	Albridge	Morningstar Portfolio Builder	Tamarac	Portfolio- Center	Black Diamond	Advyzon
1-5 years	14.12%	9.63%	9.14%	7.48%	1.00%	4.32%	4.65%
6-10 years	14.39%	13.83%	9.16%	9.91%	1.68%	6.92%	4.30%
11-20 years	14.35%	16.09%	10.52%	9.39%	2.43%	6.78%	4.35%
20+ years	14.45%	20.38%	11.41%	10.10%	2.81%	5.71%	3.17%
Brokerage/Wirehouse	3.31%	23.90%	11.03%	8.09%	0.00%	8.46%	0.00%
Dually-registered	9.84%	32.10%	11.31%	20.08%	0.46%	2.48%	0.25%
Fee-only	19.68%	3.07%	9.95%	9.28%	4.26%	8.26%	7.33%
Below \$500,000	8.92%	14.74%	10.43%	6.73%	0.76%	4.46%	4.46%
\$500,000 - \$1 million	11.65%	23.40%	12.47%	9.38%	2.47%	4.54%	5.57%
\$1-1.5 million	14.51%	19.34%	8.51%	8.12%	3.68%	7.16%	4.45%
\$1.5-2 million	16.43%	16.71%	12.10%	10.66%	3.17%	6.05%	3.17%
\$2-3 million	20.67%	16.72%	11.55%	10.03%	2.43%	7.90%	3.95%
\$3-4 million	22.65%	17.52%	5.98%	11.54%	1.71%	5.98%	1.71%
\$4-5 million	27.82%	13.53%	11.28%	8.27%	2.26%	10.53%	0.75%
\$5-8 million	21.64%	14.04%	11.70%	16.37%	6.43%	8.77%	0.58%
Over \$8 million	18.68%	10.40%	9.55%	15.07%	3.18%	7.86%	1.06%

All-In-One Platforms: Higher Ratings & Mkt. Share

Tech consolidation means that advisors today make fewer compromises from the best-in-breed concept.

But as integrations improve, will this trend continue?

All-In-One Software Programs	Market Share	2021 Mkt Share	Average Rating	2021 Avg Rating
Orion	6.12%	NA	7.83	NA
Morningstar Office	6.10%	7.69%	7.45	7.14
Envestnet/Tamarac	3.92%	3.43%	7.45	7.29
Advyzon	3.56%	1.60%	8.33	7.98
Advisor360	1.02%	1.20%	7.89	7.24
Smartworks Advisor	0.80%	1.41%	5.68	7.04
AdvisorEngine	0.44%	0.23%	7.75	6.17
CircleBlack	0.40%	0.42%	7.67	6.68
RBC Black	0.38%	0.44%	8.18	7.04
BlackLogix	0.07%	NA	9.33	NA

	<u>2022</u>	<u>2021</u>
Total Category Market Penetration	20.78%	17.93%
Category Average Rating:	7.75	6.64

Is it significant that Advyzon, the home-grown solution, posted the highest user satisfaction score?

Trading/Rebalancing: So Many Questions

Note the decline in iRebal market share (despite a great user rating). Will it continue to be the market leader after it's consolidated into the Schwab platform?

Custodial solutions are #s 1, 4, 5, 8 and 10 on the list. A trend?

Trading/Rebalancing Tools	Market Share	2021 Mkt Share	Average Rating	2021 Avg Rating
iRebal (Free Version)	9.03%	11.72%	8.21	8.11
Envestnet/Tamarac	8.63%	9.46%	7.83	7.63
Orion Advisor Services	7.92%	7.10%	7.76	7.49
Fidelity Wealthscape	3.54%	NA	7.38	NA
Schwab Rebalancer	3.07%	NA	6.35	NA
Riskalyze Trading	2.71%	NA	7.25	NA
Black Diamond	2.45%	2.32%	7.69	7.35
iRebal (Standalone Version)	1.74%	0.82%	8.36	8.33
Morningstar TRX	1.71%	2.02%	6.32	6.27
Altruist	1.47%	NA	8.39	NA
FeeX	1.29%	NA	8.12	NA
Addepar/AdvisorPeak	1.22%	0.97%	7.42	7.57
Intelliflo RedBlack	0.40%	0.67%	7.67	7.31
Smartworks Advisor	0.38%	0.82%	6.65	6.84
Capitect	0.25%	0.27%	6.27	7.14
Blaze Portfolios	0.20%	0.44%	7.67	7.35
FIX Flyer	0.18%	0.32%	8.50	7.35
LifeYield Rebal./Harvesting	0.11%	NA	5.20	NA
Panoramix Pro	0.11%	NA	8.20	NA

	2022	2021
Total Category Market Penetration	38.69%	33.97%
Category Average Rating:	7.43	7.26

Cybersecurity: The Annual Conundrum

If we had included “local tech guy” and “updated antivirus software” in our survey options, they would have dominated this category.

Is the profession taking cybersecurity seriously enough?

Cybersecurity Resources	Market Share	2021 Mkt Share	Average Rating	2021 Avg Rating
Smarsh Entreda Unify	12.48%	13.55%	8.16	8.16
Erado	3.36%	NA	7.77	NA
KnowBe4	2.98%	3.46%	8.44	8.24
WebRoot	2.87%	NA	8.42	NA
AdvisorArmor	1.64%	1.39%	7.64	7.04
True North Networks	0.96%	0.82%	8.47	7.95
FCI	0.49%	0.48%	7.91	8.44
cleverDome	0.36%	0.48%	8.13	8.88
Fidelity/ArmorBlox	0.11%	NA	7.91	NA
INARMA	0.07%	0.00%	5.00	NA

	<u>2022</u>	<u>2021</u>
Total Category Market Penetration	22.45%	18.71%
Category Average Rating:	7.79	8.10

Most Valuable Software

No surprises here. A slight decline in CRM, slight increase in Financial Planning.

Three types of software tools are the core of advisory firm tech stacks.



Software All-Stars

Redtail - (#1 market share CRM, 8.17 user rating)

Advyzon - (#5 market share CRM, 8.18 user rating)

MoneyGuidePro Elite - (#1 market share Financial Planning, 8.08 user rating)

eMoney Pro - (#2 market share Financial Planning, 8.13 user rating)

Right Capital - (#3 market share Financial Planning, 8.14 user rating)

Holistiplan - (#1 market share Tax Planning, 8.93 user rating)

Drake Tax Planner - (#4 market share Tax Planning, 8.28 user rating)

SSAnalyzer - (#2 market share Social Security, 8.02 user rating)

Horsemouth Savvy Social Security - (#4 market share Social Security, 8.27 user rating)

College Aid Pro - (#4 market share College Planning, 8.67 user rating)

iRebal - (#1 market share Trading/Rebalancing, 8.21 user rating)

YCharts - (#3 market share Investment Data/Analytics, 8.25 user rating)

Kwanti - (#5 market share Investment Data/Analytics, 8.52 user rating)

YCharts - (#2 market share Economic Analysis, 8.24 user rating)

Kwanti - (#4 market share Economic Analysis, 8.44 user rating)

YourStake - (#2 market share SRI/ESG, 8.35 user rating)

Low-Load Insurance Services - (#1 market share Insurance Services, 8.13 user rating)

eMoney - (#1 market share Account Aggregation, 8.04 user rating)

Riskalyze - (#1 market share Risk Tolerance, 8.01 user rating)

Citrix Sharefile - (#1 market share Document Management, 8.15 user rating)

OneDrive - (#2 market share Document Management, 8.22 user rating)

Redtail Classic Imaging - (#3 market share Document Management, 8.28 user rating)

DocuSign - (#1 market share Document Processing, 8.79 user rating)

Citrix Sharefile - (#4 market share Document Processing, 8.32 user rating)

Pulse360 - (#1 market share Client Communication, 8.02 user rating)

AdvicePay - (#1 market share Customized Billing/Payment, 8.05 user rating)

True North Networks - (#3 market share Cloud Hosting Solutions, 8.08 user rating)

Smarsh Entreda Unify - (#1 market share Cybersecurity Resources, 8.16 user rating)

KnowBe4 - (#3 market share Cybersecurity Resources, 8.44 user rating)

WebRoot - (#4 market share Cybersecurity Resources, 8.42 user rating)

Smarsh Entreda Unify - (#1 market share Social Media Archiving, 8.09 user rating)

XY Archive - (#5 market share Social Media Archiving, 8.21 user rating)

Mobile Assistant - (#2 market share Remote Transcription Services, 8.53 user rating)

fpPathfinder - (#1 market share Miscellaneous, 8.06 user rating)

Hubly - (#3 market share Miscellaneous, 8.90 user rating)

Mighty Mites

Concenter Services/XLR8 - (CRM, 9.16 user rating)

Advyzon - (CRM, 8.18 user rating)

Lacerte Tax Planner - (Tax Planning, 8.18 user rating)

Social Security Solutions - (Social Security, 8.33 user rating)

Covisum Social Security Timing - (Social Security, 8.01 user rating)

Advyzon - (Portfolio Management, 8.49 user rating)

Altruist - (Portfolio Management, 8.49 user rating)

Advyzon - (All-In-One, 8.33 user rating)

iRebal (standalone) - (Trading/Rebalancing, 8.36 user rating)

Altruist - (Trading/Rebalancing, 8.39 user rating)

FeeX - (Trading/Rebalancing, 8.12 user rating)

FactSet - (Investment Data/Analytics, 8.07 user rating)

RBC Black - (All-In-One, 8.18 user rating)

First Ascent Asset Management - (TAMP, 8.71 user rating)

HelloSign - (Document Processing, 8.18 user rating)

RegEd - (Social Media Archiving, 8.29 user rating)

Proofpoint SocialPatrol - (Social Media Archiving, 8.25 user rating)

Altruist - (Custodial Platforms, 8.24 user rating)

Shareholders Service Group - (Custodial Platforms, 8.77 user rating)

TradePMR - (Custodial Platforms, 8.93 user rating)

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Portfolio Management/Reporting Tools (page 24)

<https://www.assetbook.com/>



Tax Planning Software Tools (page 21)

<https://www.holistiplan.com/>



CRM Tools (page 13)

Financial Planning Tools (page 16)

Portfolio Management/Reporting Tools (page 24)

All-In-One Software (page 27)

Trading/Rebalancing Tools (p. 29)

<https://www.advyzon.com/main/index.html>



Portfolio Management/Reporting Tools (page 24)

Trading/Rebalancing Tools (p. 29; AdvisorPeak)

<https://addepar.com/>



SRI/ESG Portfolio Analysis Tools

(ESG Pro, page 35)

<https://esgpro.fidelity.com/s/>