

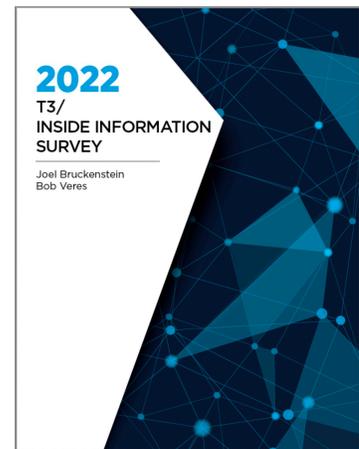
NEWS

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Joel Bruckenstein and Bob Veres Reveal Results of the 2022 Financial Advisor Software Survey

4495 financial advisors provide value insights and sentiment informing expert analysis and observations in 72-page report

DENTON, TX [May 3, 2022] – [Joel Bruckenstein](#) and [Bob Veres](#) just released the 2022 *T3/Inside Information Software Survey*, which is [available as a PDF download now](#). The survey report ranks, by market share, the leading software solutions in advisory-firm tech stacks in 35 different categories. It also offers the average user rating for every product and service. They also included market share and user ranking changes from last year and how many advisors are thinking about moving or switching to each product in ranked order.

The results of this much-anticipated survey were presented live at the T3 Technology Conference in Denton, TX. [Presentation slides are available here](#). Slide 19 shows the “Software All-Stars” and slide 20 shows something new this year, the “Mighty Mites.”

“Anybody looking for new solutions or for a replacement to an existing part of your tech stack should use the survey as a buyer's guide to the most popular options and the solutions with the highest satisfaction scores from their users,” Veres said. “Looking over the 35 categories, you will find some attractive things to add to your advisory toolkit.”

The data comes from a broad sample of the marketplace: 4,495 members of advisory firms across the spectrum. Reviewing the demographic information offers some valuable insights, including the market share rankings and user ratings of CRM tools, financial planning programs, portfolio management platforms, investment data providers, risk tolerance instruments, document management and document processing tools, a new category of client communication power tools, and the ratings of all the custodial and broker/dealer platforms. Plus, it shows the votes for most valuable software category in an advisory firm tech stack.

“One of the most interesting success stories in the survey is Holistiplan in the tax planning software category,” Veres said. “Before Holistiplan entered the survey (and market) in 2020, fewer than 10% of advisor respondents reported using any tax planning solution. It's not hard to understand

why; most of the legacy programs require a brutal data-entry process, pulling different numbers by hand out of a client's previous tax returns and then navigating clumsy interfaces that were more designed for tax preparation than forecasting and advising.”

“One category that we always watch with interest is the all-in-one software solutions” Bruckenstein said. “There is no clear winner in this race. The market share leaders are Orion (6.12%), Morningstar Office (6.10%), Envestnet Tamarac (3.92%), and the Advyzon program (3.56%). Advyzon stands out from the others as a totally home-grown solution. The people who are using these platforms are either contented with them (Morningstar and Tamarac each earned a 7.45 user rating) or quite pleased (Orion's rating was 7.83 and Advyzon's was 8.33).”

Additional commentary from Veres is available here: [This Year's Top-Ranked Software Products.](#)

The report is now available at www.T3TechnologyHub.com and/or www.BobVeres.com. This 72-page report is the product of months of data analysis by Bob Veres of *Inside Information* and Joel Bruckenstein of T3. With 4495 respondents, this is by far the most statistically viable report on this important topic in the financial planning profession.

Co-sponsors of this year's survey are:

- Assetbook
- Holistiplan
- Advyzon
- Addepar
- Fidelity

“We extend our thanks to everyone who contributed their data to the survey,” said Bruckenstein, “and to everyone reading this report, and to all the fintech providers who contribute the growing, increasingly powerful support ecosystem for the advisor community—and ultimately to their clients.”

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Introducing the 2022 T3 Inside Information Software Survey sponsors:

 **AssetBook** Portfolio Management/Reporting Tools (page 24)
<https://www.assetbook.com/>

AssetBook is a full-service portfolio management and reporting solution encompassing seamless implementation, conversions, reconciliation, billing, custom reporting, product development, and top-tier proactive client support. Built with an open API, it seamlessly integrates with CRM, trading and rebalancing, financial planning and account aggregation solutions—all the functionality advisors need at an attractive price point. Its 8.48 score is among the highest user ratings in the category.

 **holistiplan** Tax Planning Software Tools (page 21)
<https://www.holistiplan.com/>

Holistiplan leads the tax planning category both in market share and user satisfaction rating. Its advanced OCR features allow advisers to scan clients' tax returns and instantly populate the fields necessary for detailed tax planning and forecasting. In a marketplace where fewer than 30% of advisers are using any form of tax planning software, the program offers a way to differentiate an advisory firm's planning services and provide advanced levels of client advice.

 **Advyzon** CRM Tools (page 16)
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>

Advyzon is a comprehensive software solution for advisers, providing cross-function integration in a single program without compromising from best-of-breed functionality. Its CRM, portfolio management/reporting and trading/rebalancing features all recorded the highest or among the highest user satisfaction rates in their respective categories.

 **ADDEPAR** Portfolio Management/Reporting Tools (page 24)
Trading/Rebalancing Tools (p. 29, AdvisorPeak)
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Addepar's software and data platform is purpose-built for wealth management and asset management firms to deliver outstanding results for their clients with more informed data-driven investing and advice. The platform aggregates portfolio, market and client data for more than \$3.5 trillion in assets. Addepar's open platform integrates with more than 100 software, data and services partners to deliver a complete solution for a wide range of service and use cases.

 **Fidelity** SR/ESG Portfolio Analysis Tools (ESG Pro, page 35)
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Fidelity ESG Pro provides simple, streamlined ESG tools and support for financial advisers. Regardless of where you are on the ESG journey, the solution provides the knowledge you need to guide your clients with confidence.