

Personal Finance and Advice - US - June 2015

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The personal financial advice industry is changing rapidly. Robo-advisers are increasingly popular and the number of financial advisers is shrinking as more retire and fewer are hired to replace them. As a result, competition for advisory clients is increasing, and advisers have to find ways to differentiate themselves from one another and to demonstrate the value-added services they offer.

This report looks at the following areas:

- Learning to live with robo-advisers
- Lots of competition for customers

The world of personal financial advice has always been challenging. The market for it has traditionally been fairly limited as advisers have historically limited themselves to a relatively affluent customer base, leaving young people and those who have limited assets without help. Add to this the fact that many people believe they can manage their money themselves and that the recent recession caused many people to suffer financial losses, whether they used an adviser or not, and the advice landscape becomes even trickier. Now robo-advisers are increasing in popularity, and Millennials are especially interested; they cost less than a human adviser, they are accessible 24/7 in the way that Millennials expect, and they don't require a large asset base that most Millennials have not yet accumulated. However, Millennials represent the advice customers of the future, so it is critical that advisers find a way to attract them.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Data sources

Consumer survey data

Consumer qualitative research

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Abbreviations

Terms

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