NEWS RELEASE

# AI is Boosting Productivity Gains as Asset and Wealth Managers Balance Client Priorities with Execution and Growth, Annual MMI-Broadridge Survey Reveals

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- 79% of respondents at firms using AI report positive impacts on efficiency and productivity
- 92% expect AI to have a major business impact over the next two years
- 84% expect active ETFs among the top three categories expected to experience the greatest growth over the next two years,
- Fee compression is a top business challenge for asset managers (62%); wealth managers cite losing advisors and practices to competitors (40%)

NEW YORK, Nov. 16, 2026 /PRNewswire/ -- For asset and wealth management firms, artificial Intelligence (AI) is improving efficiency and client productivity but formal training still remains uneven, according to the fourth annual Investment Advisory Pulse Survey from the **Money Management Institute (MMI)** and **Broadridge Financial Solutions, Inc.** (NYSE: BR).

"The pace of product innovation is accelerating, but innovation alone doesn't translate into better client outcomes," said Paul Zettl, Executive Vice President, Chief Programming Officer of the Money Management Institute. "This year's research reinforces the need to move beyond product development and focus on equipping advisors with the knowledge, tools and resources to put these increasingly sophisticated solutions to work for their clients, while prioritizing client experience. Bridging the gap between product innovation and practical application will be critical to deliver meaningful value for investors."

The survey of 140 MMI members highlights shifting business priorities across the investment advisory industry, from expanding AI applications and navigating competitive pressures to meeting demand for active ETFs and private markets.

## AI boosts productivity but formal training remains uneven

Among respondents at firms using AI, 79% reported positive impacts on efficiency and productivity, up from 70% in 2024. Looking ahead, 92% of respondents expect AI to have a major impact on their businesses over the next two years.

Meeting notetaking and summarization (83%), client communications (71%) and data analysis (69%) are among the most frequently cited applications used, implemented or explored. However, formal training continues to lag, with 45% of asset managers and 55% of wealth managers reporting that formal AI training is widely available to employees.

"AI is fundamentally changing how asset and wealth managers operate as firms move beyond adoption and focus on how technology can drive meaningful productivity gains," said Tim Kresl, Managing Principal of Data & Analytics at Broadridge. "As AI becomes more embedded in everyday workflows, firms need to prioritize the right data infrastructure, employee training and practical applications to fully realize its potential and better support financial advisors."

## Active ETFs lead growth expectations as private markets draw scrutiny

Active ETFs remain a leading category for anticipated asset growth, with 84% of asset and wealth managers ranking them among the top three categories expected to experience the greatest asset growth over the next two years, up from 72% in 2025. Approximately three in four asset managers are planning to launch at least one new active ETF in the next 12 months.

Private equity (78%) and private credit (61%) lead as the alternative products with most advisor demand, with private credit from 82% according to last year's research. Eighty-three percent of asset and wealth managers agree that recent private credit headlines have hampered advisor confidence in private markets investments more broadly, underscoring the importance of education and support as firms expand their offerings.

## Fee pressure and talent competition shape asset and wealth managers' investment priorities

Asset managers cite fee compression (62%) and wealth managers reducing the number of asset managers on their platforms (51%) as the most significant business threats. Wealth managers, meanwhile, are more focused on losing advisors and practices to competitors (40%) and hiring and retaining talent (35%).

These pressures are shaping investment priorities, with asset managers focused on strengthening distribution effectiveness (32%) and expanding private markets and alternative investment offerings (30%), while wealth managers prioritize advisor-facing technology and platforms (75%) and AI (45%).

## Methodology

The survey was conducted by Money Management Institute alongside Broadridge and 8 Acre Perspective, an independent marketing research firm. This year's study, which surveyed 140 MMI members, was fielded between July 8– August 10, 2026.

For further details on survey methodology, please contact a media representative.

## About the Money Management Institute

Established in 1997, the **Money Management Institute** (MMI) is the industry association for financial services firms, serving as the leading catalyst and resource for the advancement of investment advice. MMI advances the wealth and asset management industries through connections, knowledge, and professional growth. We are committed to fostering collaboration, supporting diversity of thought, sharing expertise, and driving innovation. By championing best practices and encouraging open dialogue in investment advice, we empower firms and professionals to better serve clients and investors in an ever-evolving world. We offer our members premier professional development programs, specialized curriculums, invaluable thought leadership, and dynamic peer-to-peer networks.

Our membership spans wealth managers, asset managers, and solutions providers of all sizes, with professionals representing every functional area of the financial services ecosystem. Together, we are shaping the future of investment advice. Follow MMI on **LinkedIn**.

## About Broadridge

Broadridge (NYSE: BR) is a global technology leader with trusted expertise and transformative technology, helping clients and the financial services industry operate, innovate, and grow. We power investing, governance, and communications for our clients – driving operational resiliency, elevating business performance, and transforming investor experiences.

Our technology and operations platforms process and generate over 8 billion communications annually and underpin the daily average trading of over $18 trillion in tokenized and traditional securities globally. A certified Great Place to Work®, Broadridge is part of the S&P 500® Index, employing approximately 16,000 associates in 28 countries. For more information about us, please visit **www.broadridge.com**.

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