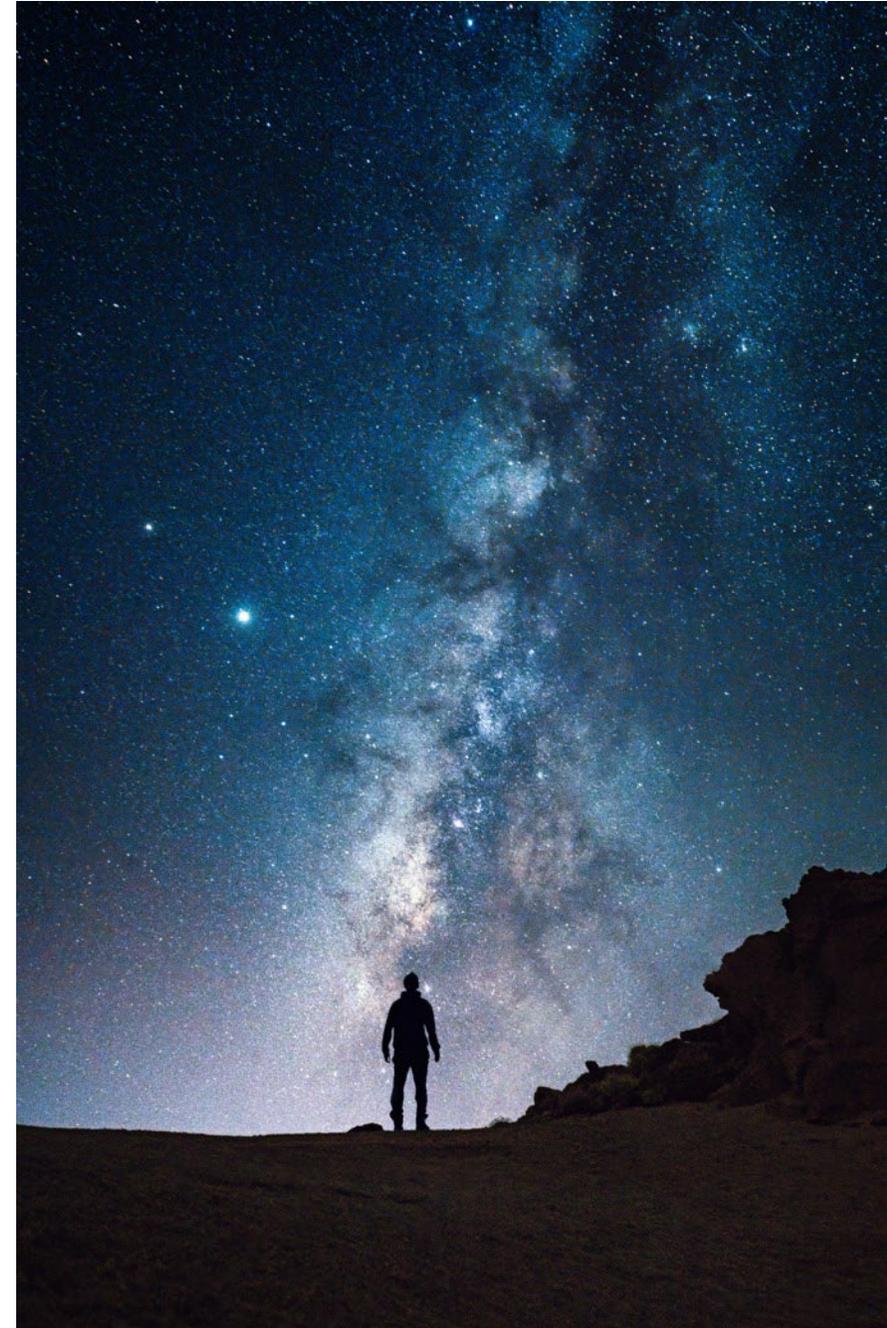


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# Advisor Wealthtech Survey

February 2026  
0422-U-26040



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# Methodology

# Methodology

Orion partnered with Applied Marketing Science to conduct the fourth annual Advisor Wealthtech Survey to highlight drivers and roadblocks impacting technology adoption and wealth management opportunities.

The 571 advisors surveyed were recruited using Orion and Redtail internal databases as well as an independent, third-party sample. Participation in the survey was voluntary and was fielded during December 2025.

Applied Marketing Science is neither affiliated with, nor employed by, Orion Advisor Solutions.

**571**

TOTAL PARTICIPANTS SURVEYED

**10**  
minutes

LENGTH OF SURVEY

December  
**2 - 23**

SURVEY FIELD DATES

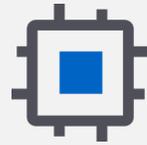
# Key Findings

# Key Findings



## Growth and Optimism

- Firms are experiencing continued expansion in both total assets and organic asset growth rates.
- Advisors utilizing Orion demonstrate significantly higher growth compared to those not employing these solutions.



## Integrated Tech and Data

- Advisors recognize the importance of optimizing technology usage and effectively integrating organizational data in 2026.
- Increased investment in technology is underway, with a focus on solutions that facilitate improved data integration.



## AI as a Force Multiplier

- Artificial intelligence remains a primary consideration and force multiplier for advisors in the coming year and over a longer horizon.
- While adoption has begun, integration is typically limited to enhancing individual productivity and is at an early stage.
- There is a need for support in addressing challenges to fully leverage AI capabilities.



## Third-Party Investment Expertise

- Third-party services, such as tax optimization and managed model portfolios, are widely used to enhance advisory effectiveness.
- Outsourcing is increasingly adopted to optimize advisors' time, enabling greater focus on activities that deliver value to clients.

# Advisor Growth and 2026 Areas of Focus

# Orion clients report their firms' organic growth rates were nearly 40% higher than non-Orion firms in 2025

Organic Asset Growth

Orion Advisors vs. Non-Orion Advisors

**+40%**

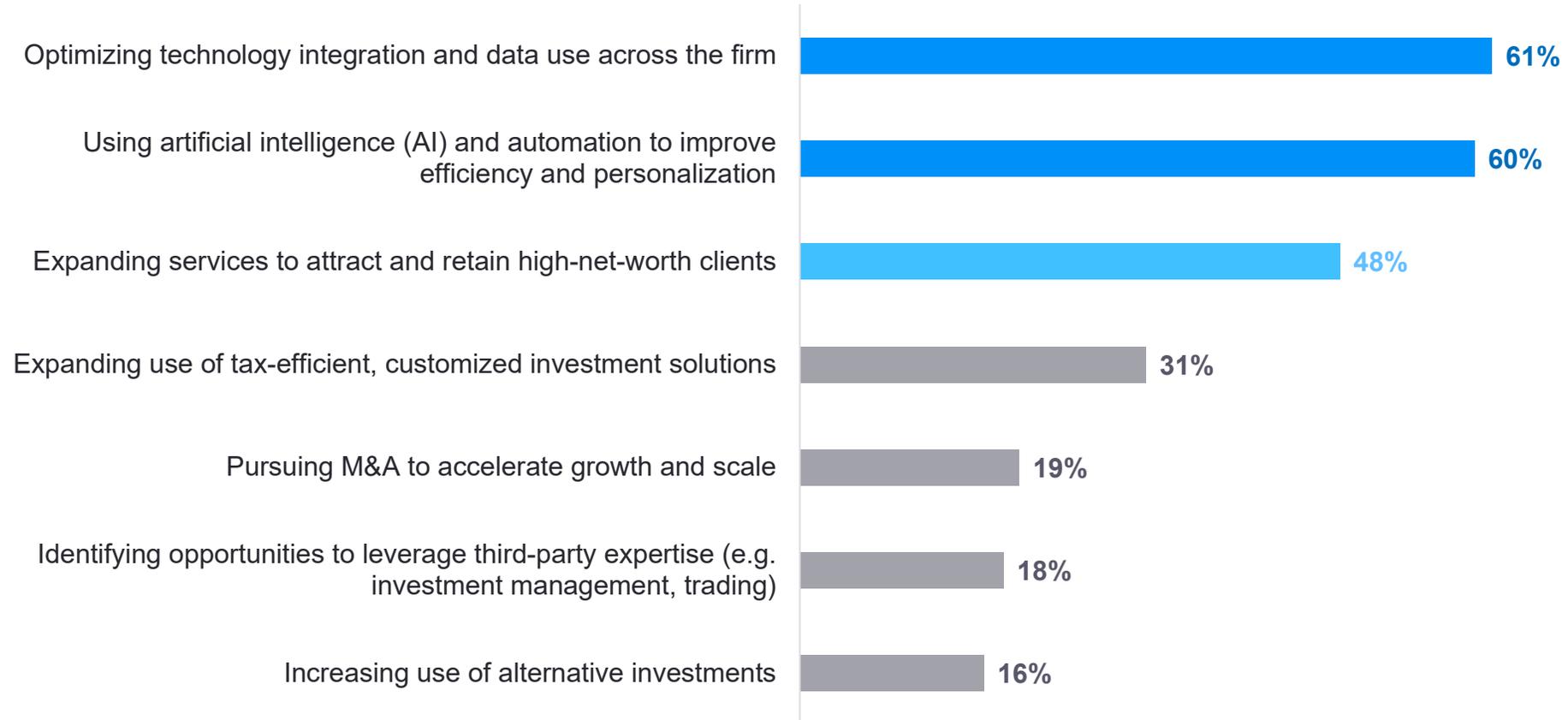
Higher Average Organic Growth Rate

Orion portfolio accounting clients grew organically--excluding market movements and M&A activity--an average of 3.2 percentage points faster than non-Orion clients in 2025 (11.5% vs. 8.3%), which equates to a 39% higher growth rate. Sample size: 200 Orion clients, 248 non-Orion clients.

QG2. What do you estimate was your firm's organic asset growth rate so far in 2025, excluding growth from market appreciation and acquisitions?

# In 2026, most financial advisors will focus on optimizing technology integration and using AI

Topic Strategic Focus in 2026



QE1. Which of the following will be a top strategic focus for your firm in 2026? (Select up to three responses)

# AI and streamlined workflows will be the biggest force multipliers for firm success

“Force Multipliers” of Firm Growth and Success

## Top 3 “force multipliers”



\*No other response option exceeded 23%

QE2. A “force multiplier” is something that dramatically amplifies your effectiveness — helping you achieve greater results with a much smaller increase in effort, time, or cost. In your view, which of the following are the biggest force multipliers for your firm’s growth and success? (Select up to three responses)

# Advisors believe AI, automation, and next-gen client engagement will drive future advisor success

## Impactful Trends in 2026

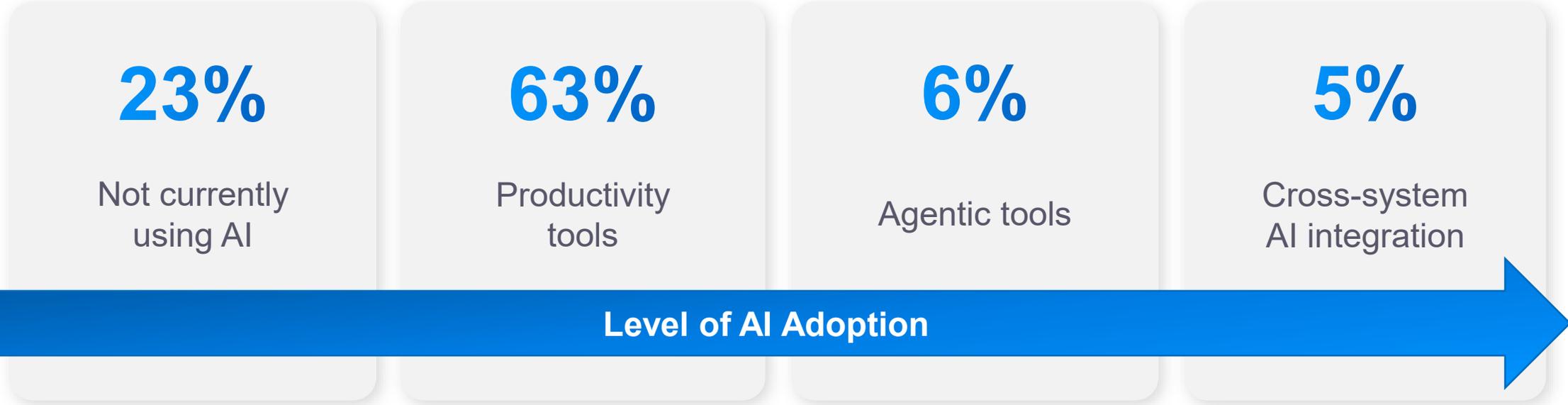


QE3. Looking into 2026 and beyond, which of the following trends do you believe will have the greatest impact on driving advisor success? (Select up to three options)

# Many advisors are using AI but are in early-stage in their efforts

AI Maturity Amongst Firms

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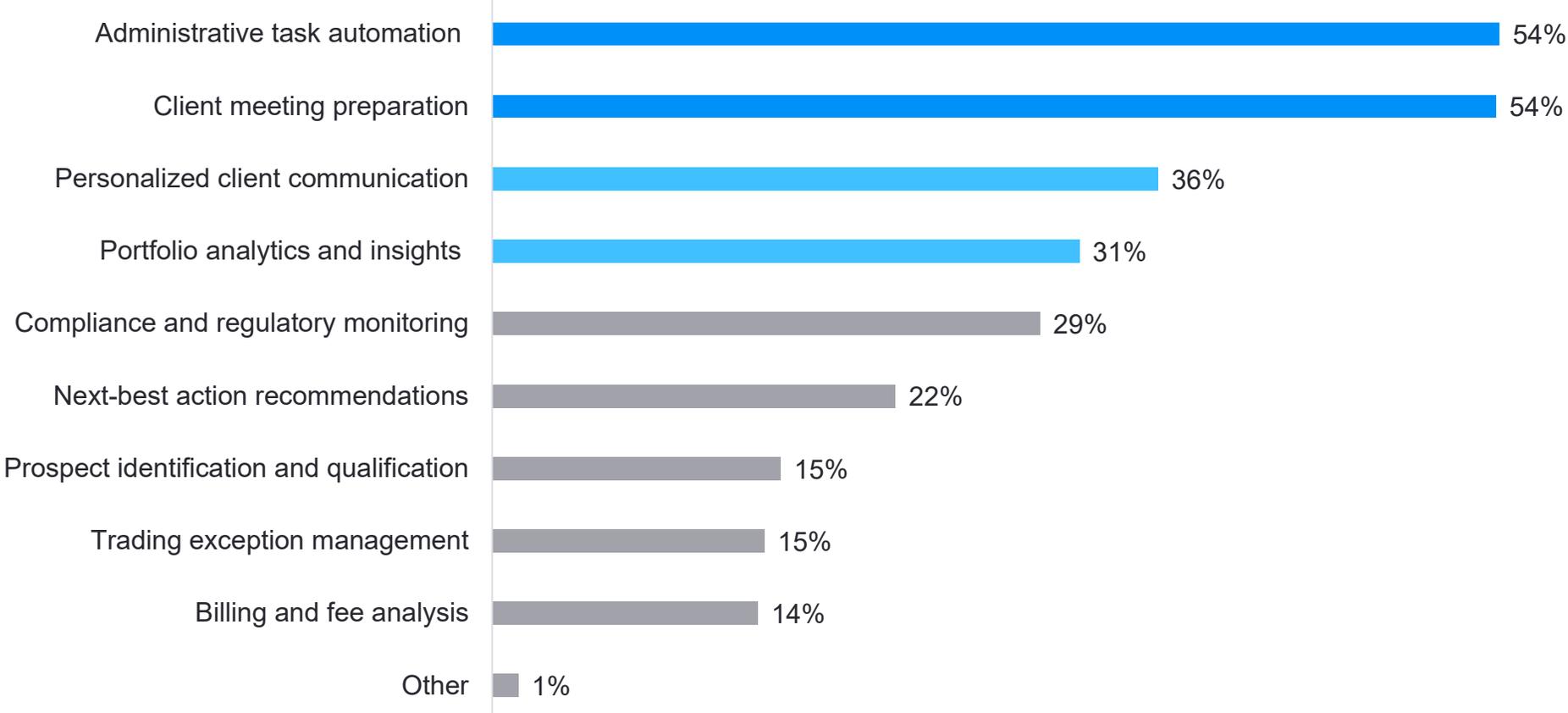


\*4% responded "Not sure"

QT5. Which of the following best describes your firm's current level of AI maturity? (Select one only)

# Advisors identify administrative task automation and client meeting preparation as top value areas for AI

Top Value Areas for AI



QT6. In which areas would AI create the most value for your advisory practice? (Select up to three options)

# Despite seeing value in AI, nearly half of advisors view concerns about accuracy and transparency as a barrier

## Barriers to Adoption / Expansion of AI

### Trust, Risk, and Client-facing Barriers

- Concerns about accuracy, transparency, or client trust **49%**
- Uncertainty about compliance or regulatory requirements **42%**
- Worries about AI replacing the human touch **22%**

**76%** of advisors say trust, risk, and client facing barrier(s) prevent them adopting / expanding the use of AI

### Organizational and Strategic Barriers

- Limited internal expertise or training **37%**
- Lack of understanding about use cases **30%**
- Lack of leadership buy-in or clear strategy **9%**

**60%** of advisors say organizational and strategic barrier(s) prevent them adopting / expanding the use of AI

### Technical and Operational Barriers

- Difficulty integrating AI into existing workflows **31%**
- High implementation or integration costs **16%**
- Insufficient data quality or accessibility **12%**

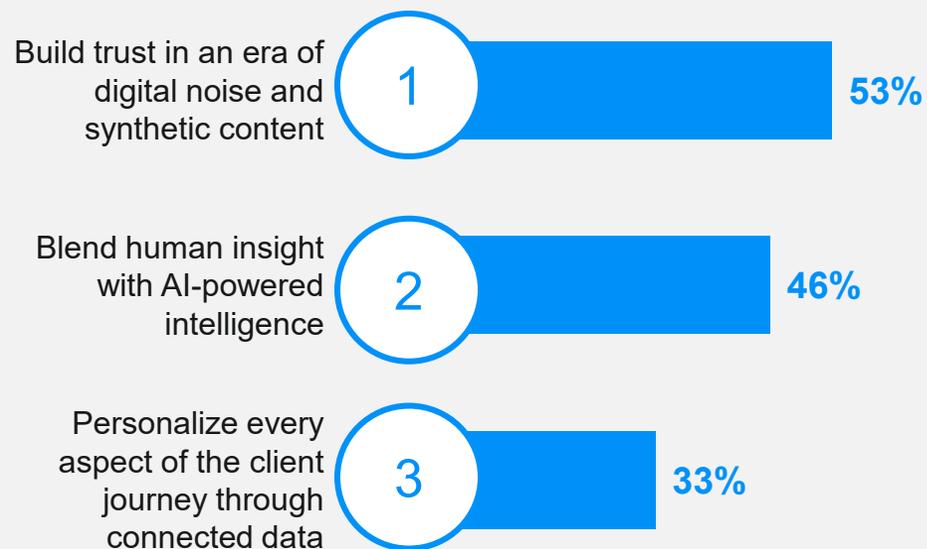
**51%** of advisors say technical and operational barrier(s) prevent them adopting / expanding the use of AI

QT7. What are the biggest obstacles preventing your firm from adopting or expanding the use of AI? (Select up to three options)

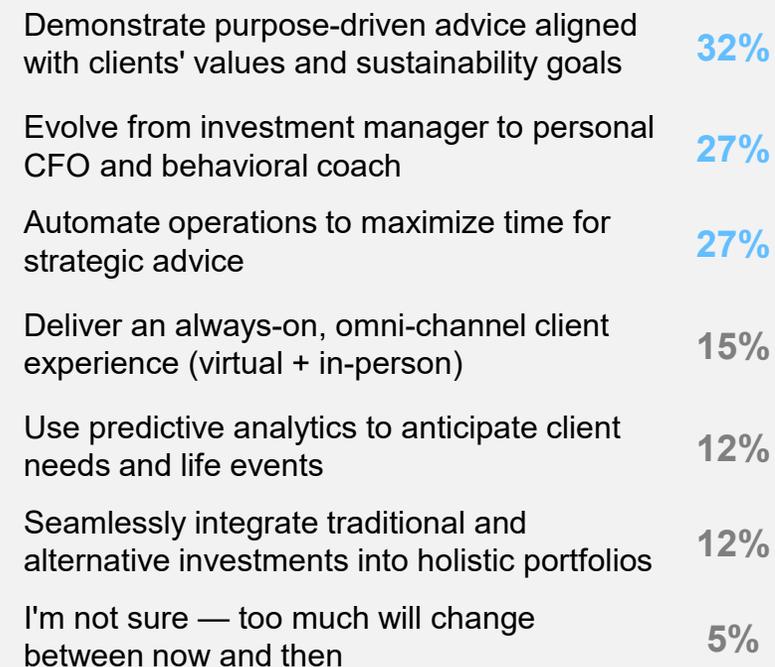
# Successful advisors of the future will be distinguished by their ability to build trust and blend insights with AI

Distinguishing Abilities of Successful Advisors in 2030

## Top 3 distinguishing abilities of future successful advisors



## Other distinguishing abilities

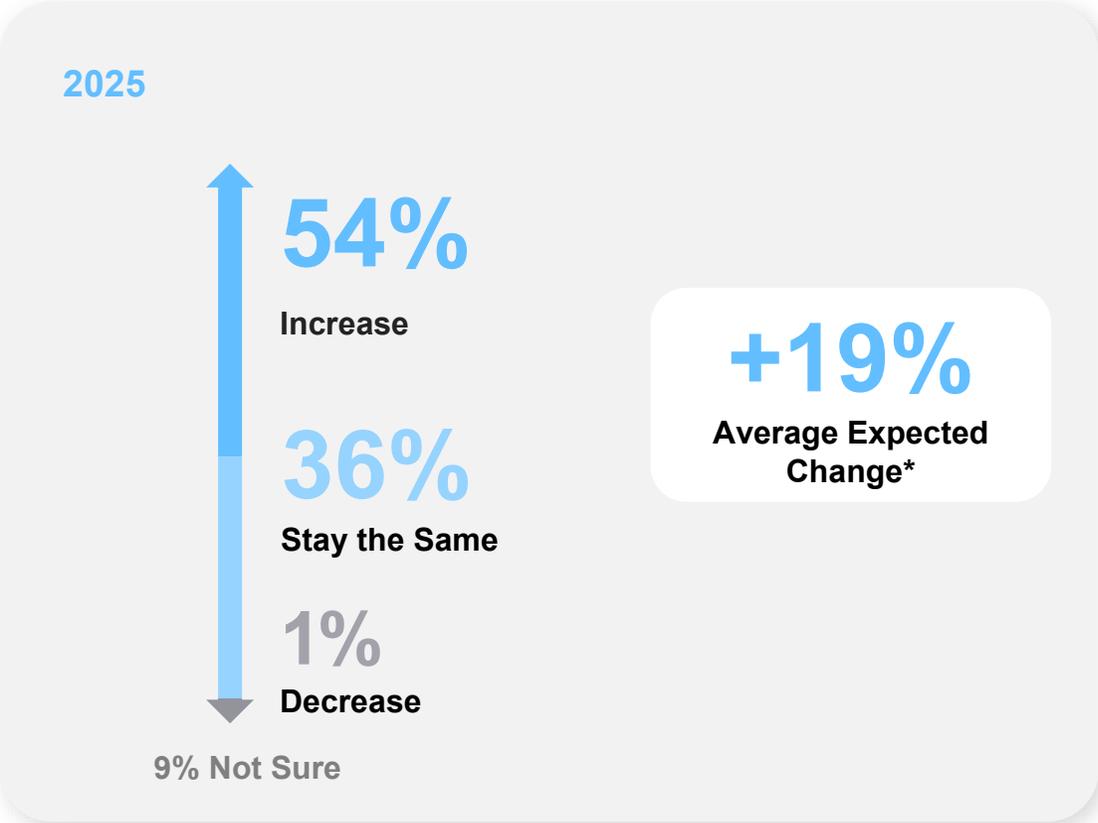
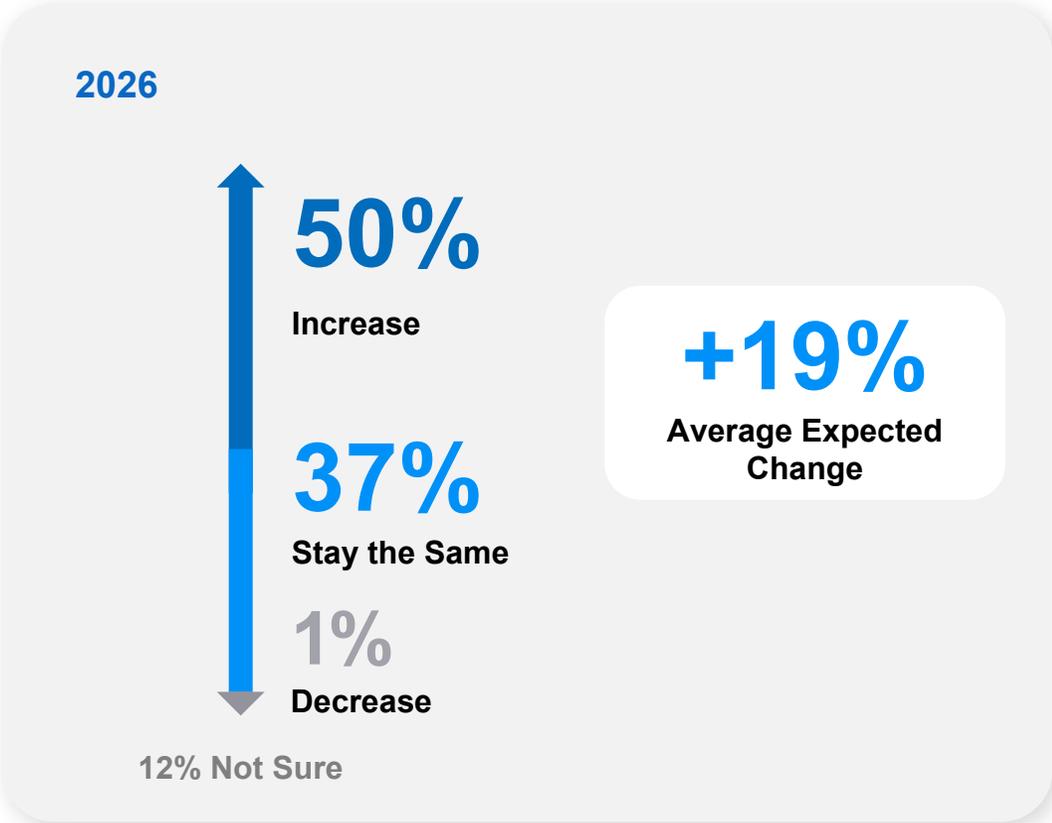


Q12. The successful financial advisor of 2030 will be distinguished by their ability to... (Select up to three options)

# Technology Investment, Utilization, and Pain Points

# Investment in technology is expected to be similar in 2026 as it was in 2025

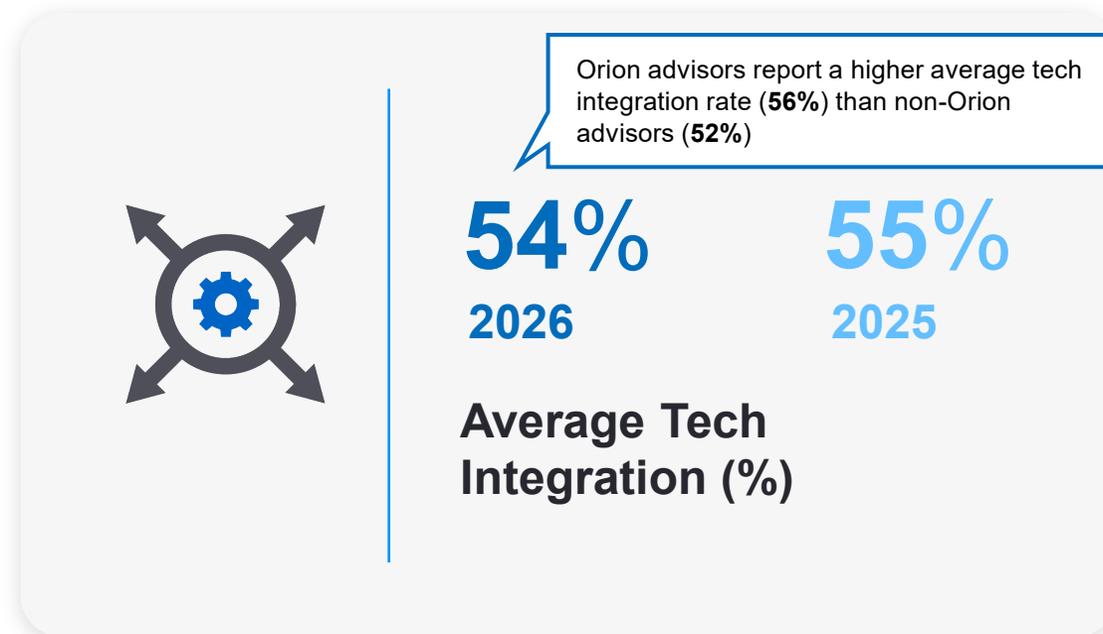
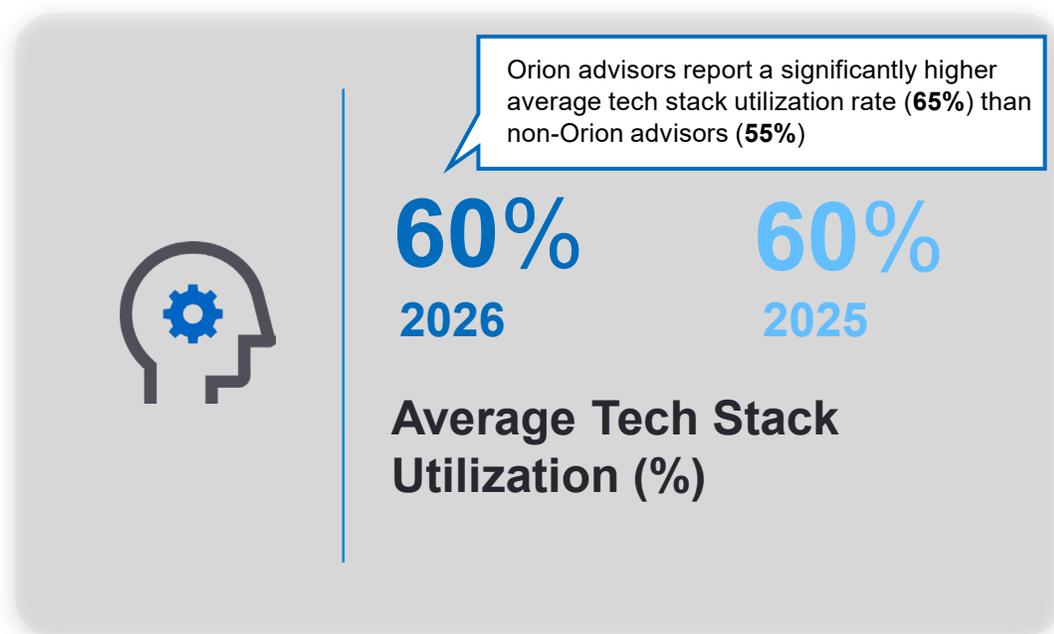
Expected Changes in Technology Investment



**NOTE** that averages were calculated to exclude zero and negative values  
QT9. Thinking about your firm's investment in technology in 2026, do you expect it will...? (Select one only)

# Advisor tech stack utilization and tech integration are in line with last year

## Technology Utilization and Integration



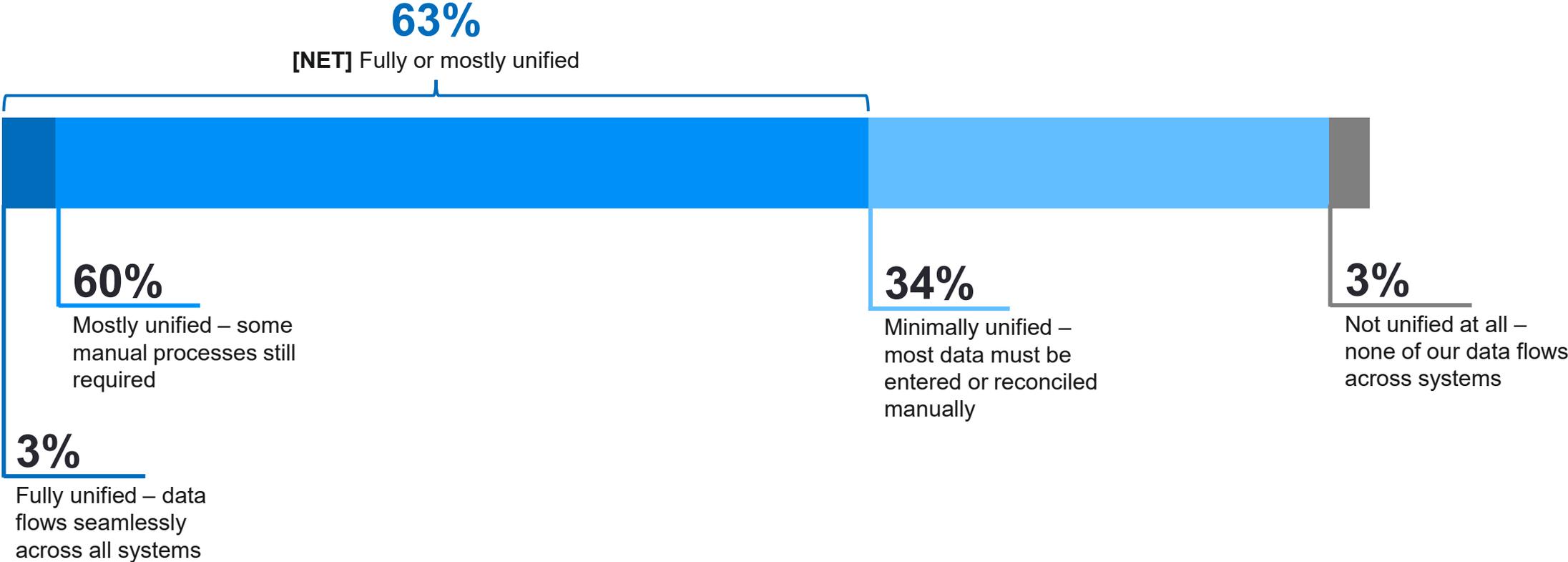
Firms that grew the most in 2025 utilized a higher percentage of their tech (65%) than low growth firms (57%) and those that didn't grow (52%)

QT2. What percentage of your tech stack are you utilizing? Please think about all of your tech solutions. 0% would be zero utilization across all solutions, and 100% would be full utilization across all solutions. (Please use your best estimate)

QT3. How integrated are your tech solutions? If your firm's tech solutions are not integrated at all, please input 0% below. (Please use your best estimate)

# In 2026, two-thirds of advisors reported their firms' data was fully or mostly unified

Data Unification

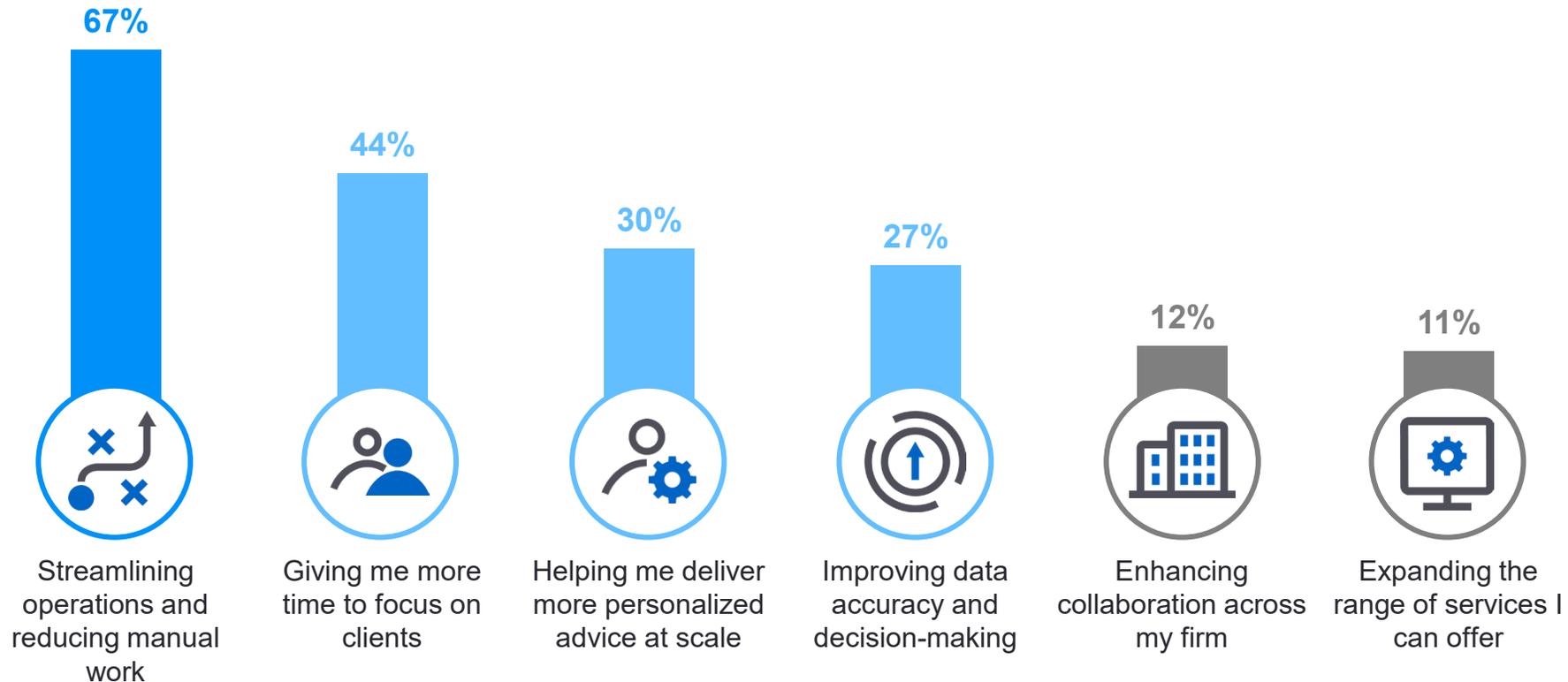


QT8. How unified is your firm's data across systems and platforms today? (Select one only)

# Advisors look to streamline operations to boost their effectiveness using technology

How Technology Could “Supercharge” Effectiveness

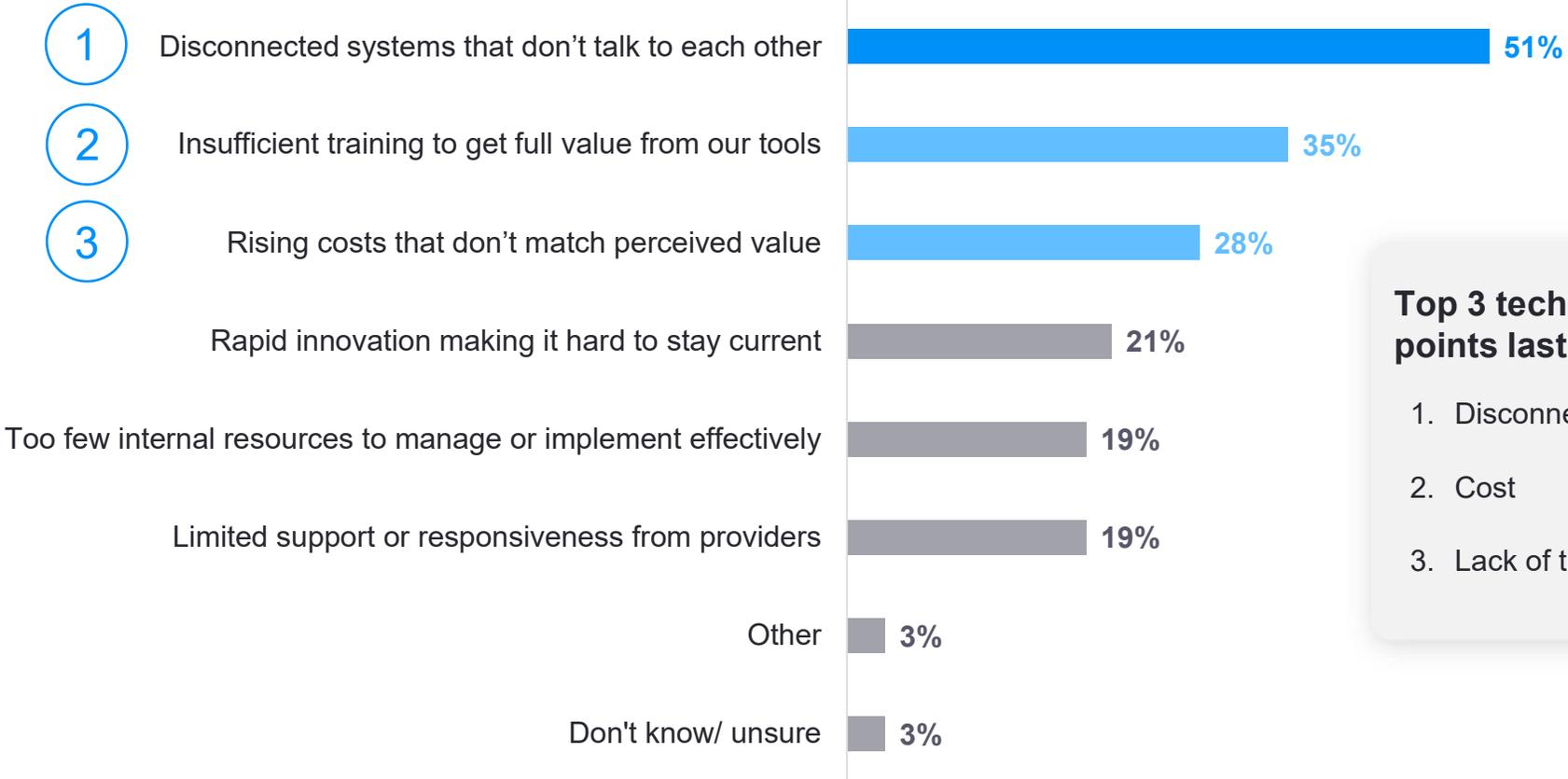
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QT4. What are the top ways you believe technology could supercharge your effectiveness? (Select up to two options)

# Disconnected solutions, insufficient training, and cost remain top technological pain points

## Technological Pain Points



**Top 3 technological pain points last year (2025):**

1. Disconnected solutions
2. Cost
3. Lack of training

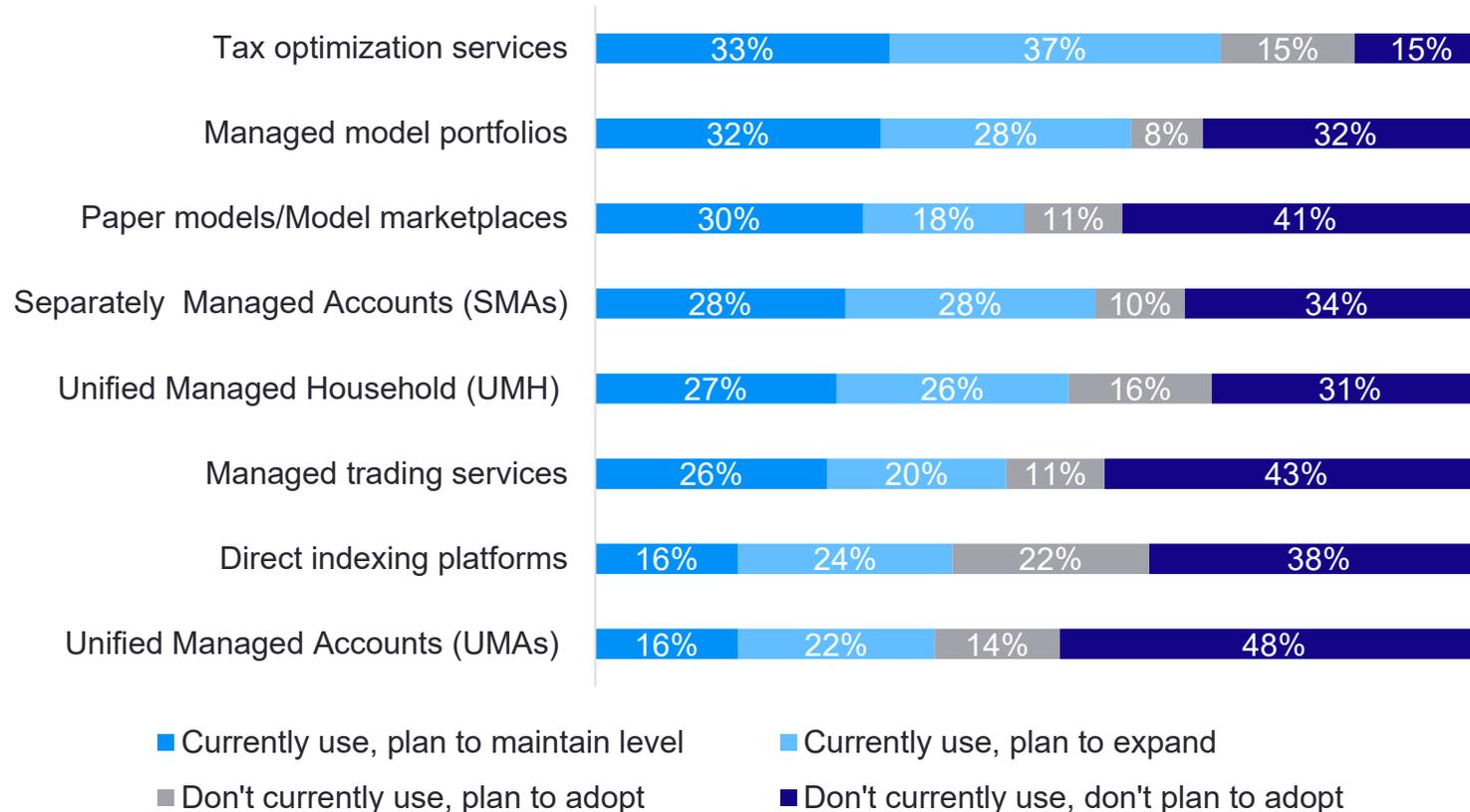
QT1. When it comes to your firm's technology, what are your top pain points? (Select up to two options)

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# Outsourcing

# Today, most advisors rely on third-party providers for a variety of investment functions or plan to in the future

## Third-Party Solution Adoption – Current vs. Future



### In summary...

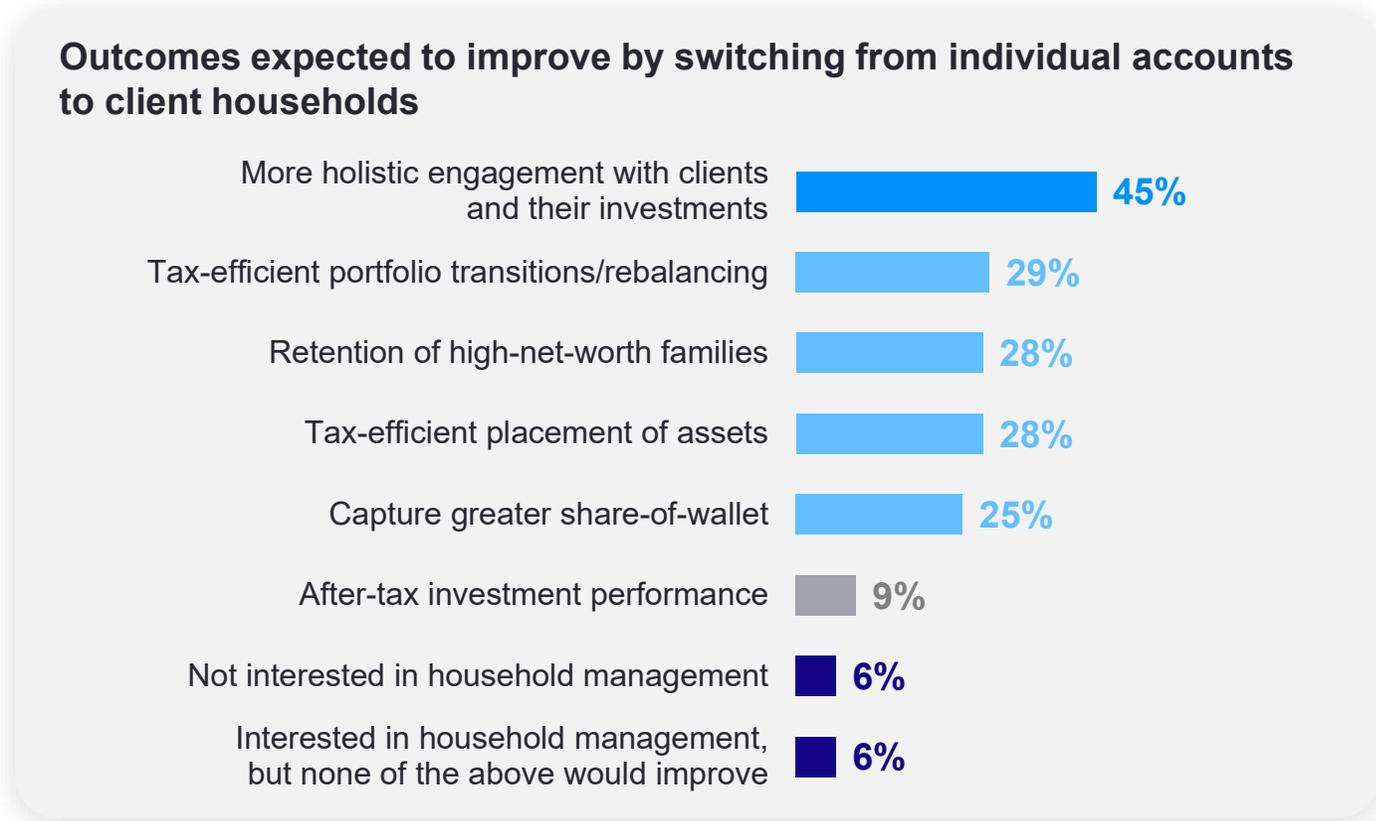
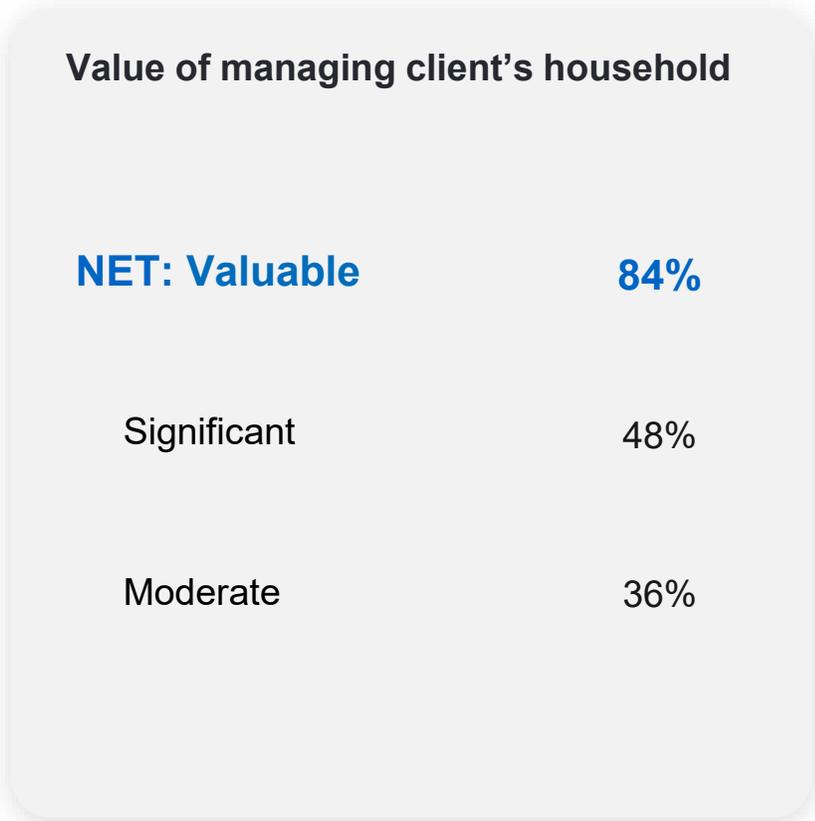
- Nearly three-quarters (**70%**) of advisors currently leverage tax optimization services from third-party providers
  - 33% plan to maintain
  - 37% plan to expand
- Other commonly leveraged solutions are managed model portfolios (**60%**) and Separately Managed Accounts (SMAs) (**56%**)
- Nearly half (**48%**) of advisors do not leverage UMAs from third party providers and indicate no plans to in the future

QE4. Which of the following solutions do you currently leverage from third-party providers for your clients' portfolios, and which do you expect to adopt or expand in the next 5 years? (Select one response per row)

# Wealth Management Trends

# The ability to manage an entire client household through a single, coordinated portfolio is valuable to advisors

## Value of Client Household Management



QW5. How valuable, if at all, would the ability to manage a client's entire household (including all taxable and non-taxable accounts) from a single, coordinated household portfolio be for your firm? (Select one only)  
 QW6. If you could manage client households rather than individual accounts, what outcomes would you expect to improve most? (Select up to two options)

Approximately 4 in 10 (42%) advisors plan to adopt or expand their leveraging of third-party providers for UMH (QE4)

# Advisors expect to integrate alternative assets into client portfolios in 2026

2026 Alternative Asset Allocation

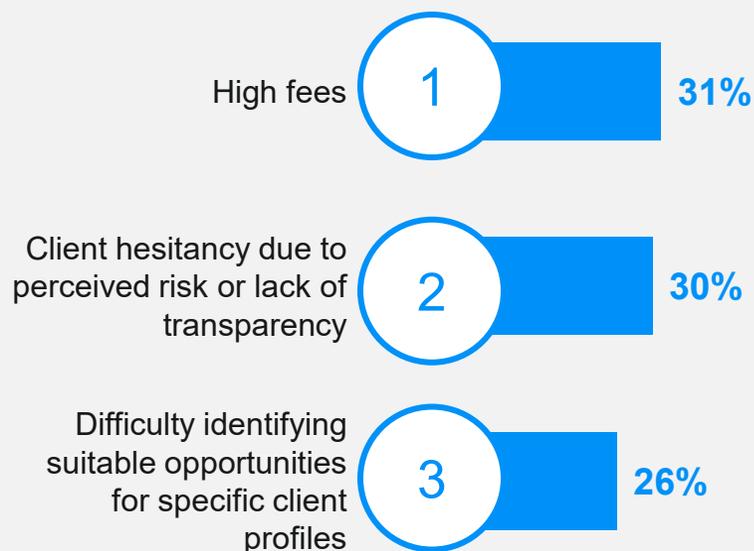
Client Portfolios	% of Advisors who expect to use alternative assets in 2026	Average (%) expected to be allocated to alternative assets
\$1-2M	68%	6%
\$3-5M	77%	7%
\$6-10M	77%	8%
\$10M+	76%	9%

QW2. By the end of 2026, what percentage of your client portfolios do you expect to be allocated to alternative assets? (alternative assets include private equity, private credit, real assets, etc.) (Please provide an answer for each option)

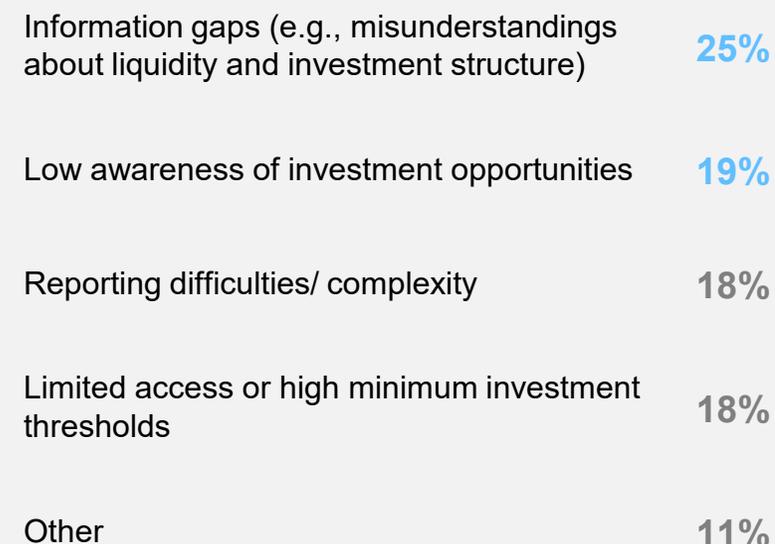
# When helping clients invest in alternative assets, the biggest challenges are high fees and risk/transparency

## Challenges Helping Clients Invest in Alternative Assets

### Top 3 challenges helping clients invest in alternative assets



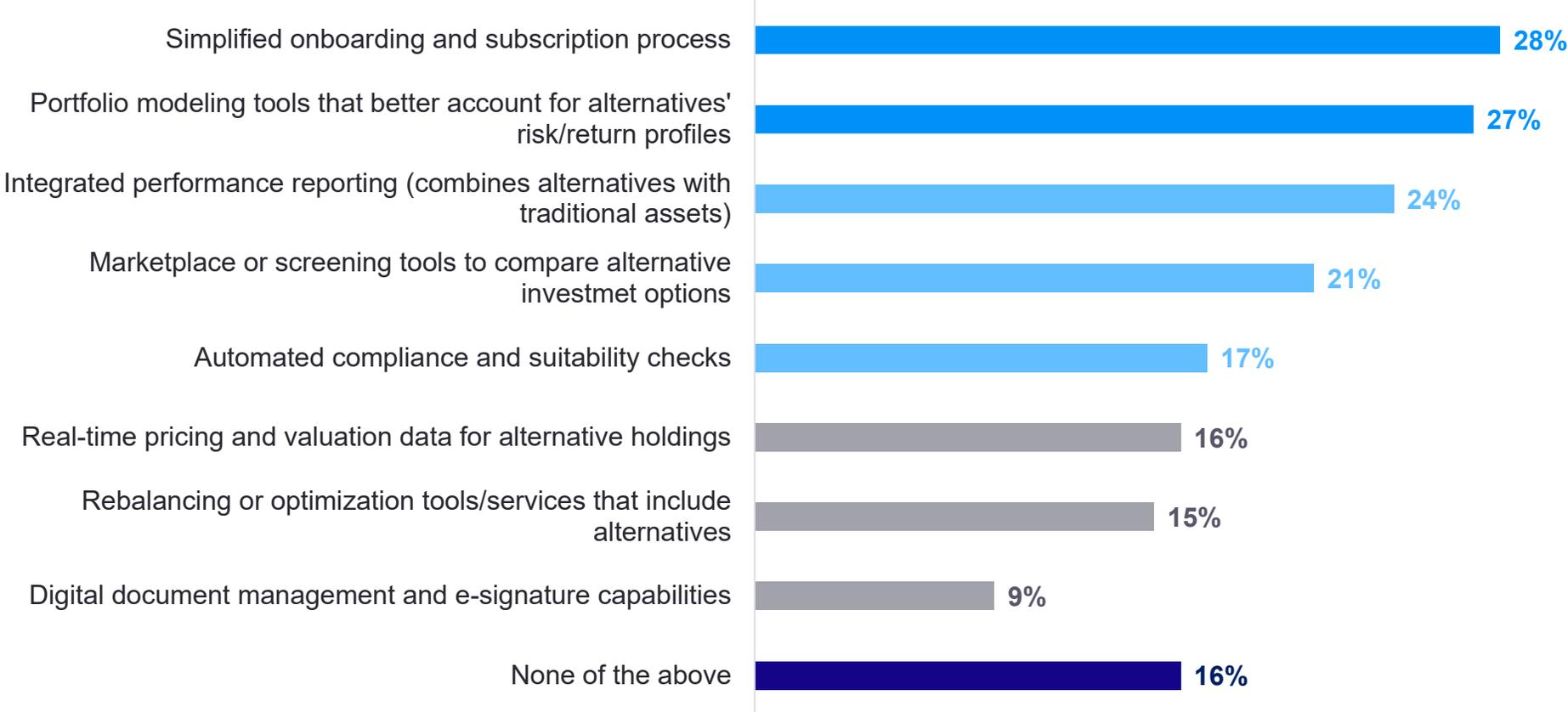
### Other challenges



QW4. When it comes to helping clients invest in alternative assets, what are the biggest challenges? (Select up to two options)

# Simplified onboarding would help advisors incorporate alternative assets into portfolios

How Technology Would Help Incorporate Alternative Assets



QW3. Which technological capabilities would most help you effectively incorporate alternative assets into client portfolios? (Select up to two options)

# Advisor Purpose and Happiness

# Advisors report high levels of fulfillment and that they're leveraging strengths to improve client outcomes

Advisor Happiness and Purpose in Role

I can use my gifts and talents to benefit my client

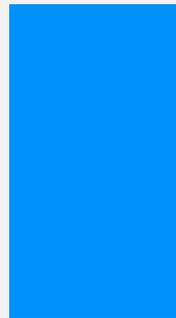
90%



True (very / somewhat)

My work is meaningful:

87%



True (very / somewhat)

My work positively contributes to my happiness:

84%



True (very / somewhat)

Q11. Please rate your level of agreement with each of the phrases below. (Select one response per row)