



WEALTHTECH SELF-DIRECTED INVESTING

DIFFERENTIATION OPPORTUNITIES ABOUND FOR SELF-DIRECTED INVESTING BRANDS

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INTRO / PREFACE

THIS REPORT PRESENTS IMPORTANT CONSUMER-DRIVEN INSIGHTS FOR FIRMS IN THE NORTH AMERICAN SELF-DIRECTED INVESTING SPACE. CORE TOPICS ARE DIVIDED INTO THREE MAJOR CONTENT AREAS:

- 01** Wealth Management Drivers of Choice: How have consumer evaluations of wealth offers changed on a year-over-year basis? Which self-directed brands are winning and losing in the battle for consumer preference? How do feature importance ratings and preferences compare between brokerage users and non-users?
- 02** Shares of Preference for Self-Directed Investing Offers: Outside of brand and fees, which features of self-directed investing have the greatest influence on choice among offers? Which types of offers appeal more to DIY investors than consumers with no online brokerage accounts or trading apps (and vice versa)?
- 03** Financial Planning: How is consumer engagement with financial planning trending over time? Who is creating financial plans and which areas of financial life are being covered during the planning process? Among those without a plan, are intentions high? What are consumer expectations regarding the planning process?

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