

The background features several abstract geometric elements: a white circle in the top-left containing a red sphere and black lines; a large black circle in the top-center; a red circle in the top-right; a red sphere with black lines in the top-right; a dark grey circle in the bottom-left; a large black semi-circle at the bottom; and a small black circle in the bottom-right.

# Generational Risk:

AI, Influence and the Fight for AUM

**ACCELERATE** 2026

# Mike Foy

Managing Director  
and Head of Wealth  
Intelligence, JD Power



# Anita Heisl

Chief Distribution  
Evangelist, Red Oak








and not so shocking

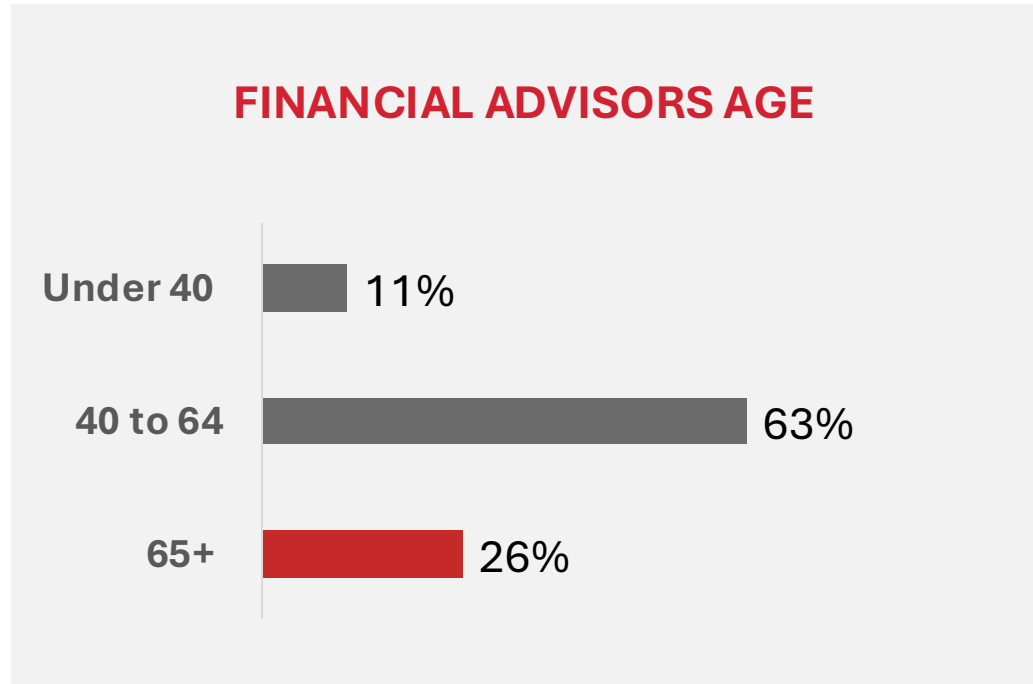
↑

# Shocking Statistics

# Shocking Statistics:

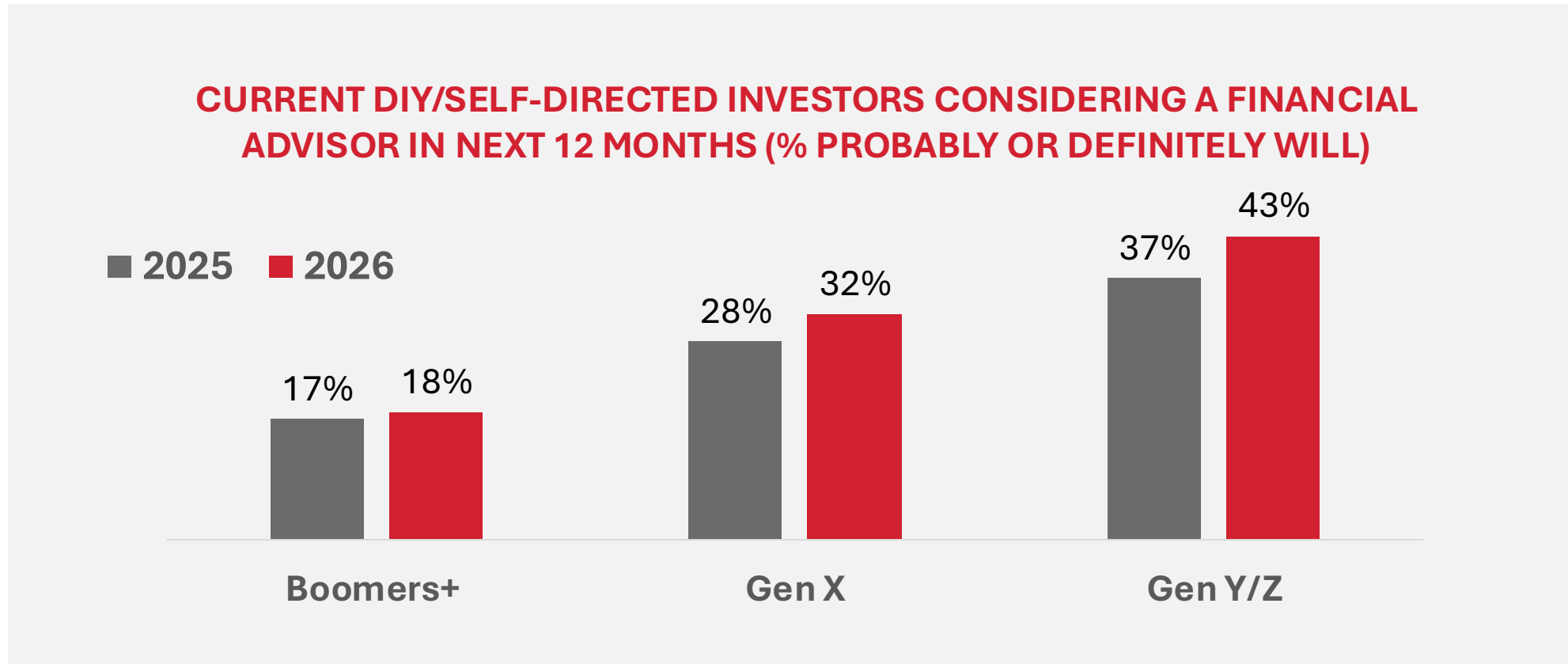
-  More than 40%
-  1 in 3
-  34%

# Aging Advisors Create Looming Capacity Risk



Source: JD Power 2025 U.S. Financial Advisor Satisfaction Study

# Shrinking Advisor Base Meets Rising Investor Demand



Source: JD Power 2026 U.S. Investor Satisfaction Study

# Advisor Soft Skills are Driving Client Advocacy

## ADVISOR SOFT SKILLS (AMONG INDIVIDUAL INVESTORS WITH DEDICATED ADVISOR/TEAM)



## IMPACT ON CLIENT NPS

+50

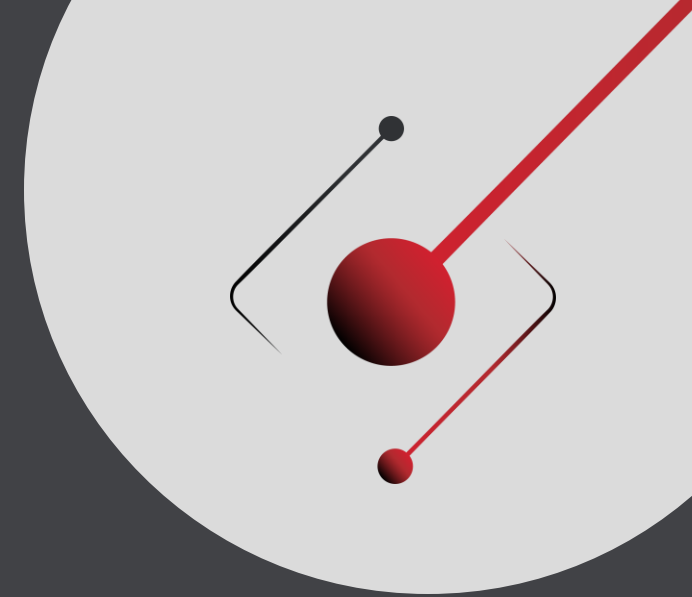
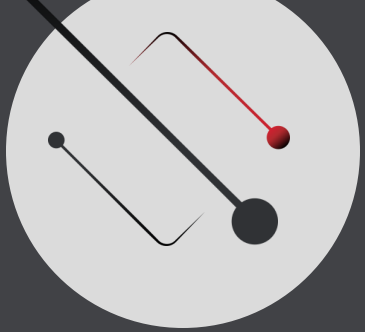
+46

+42

+40

+38

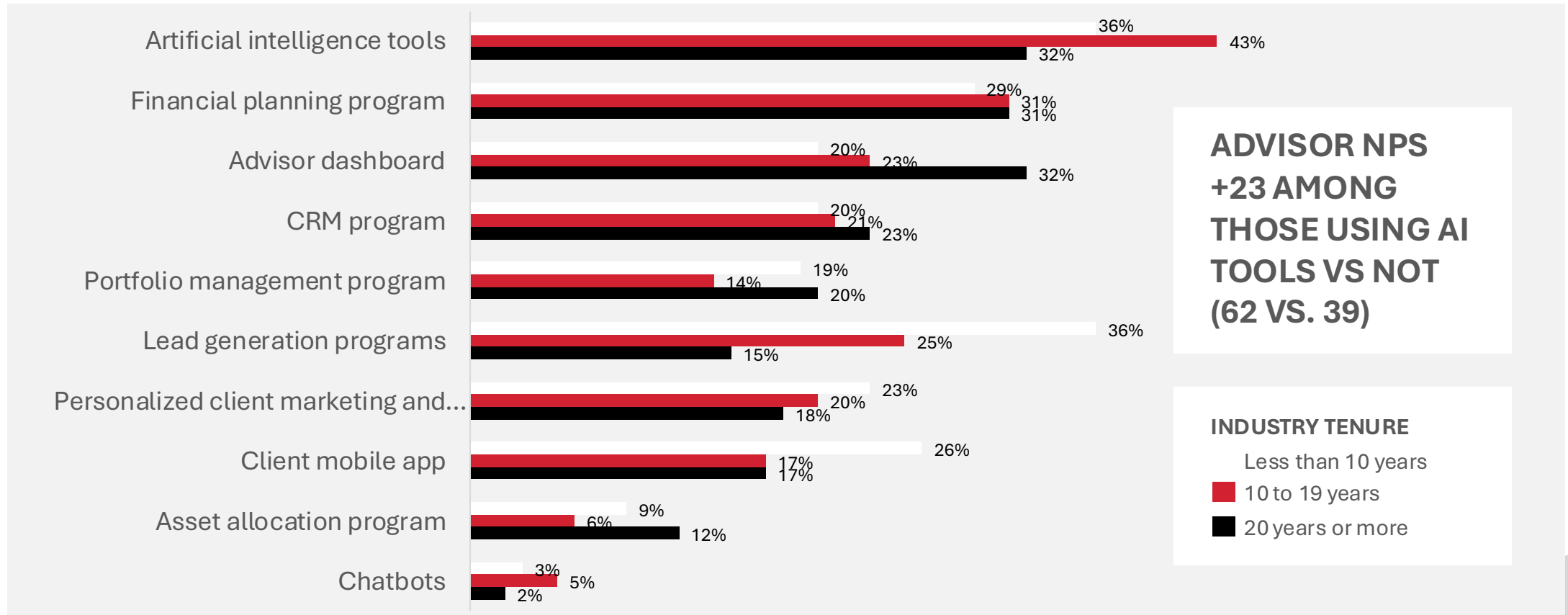
Source: JD Power 2026 U.S. Investor Satisfaction Study



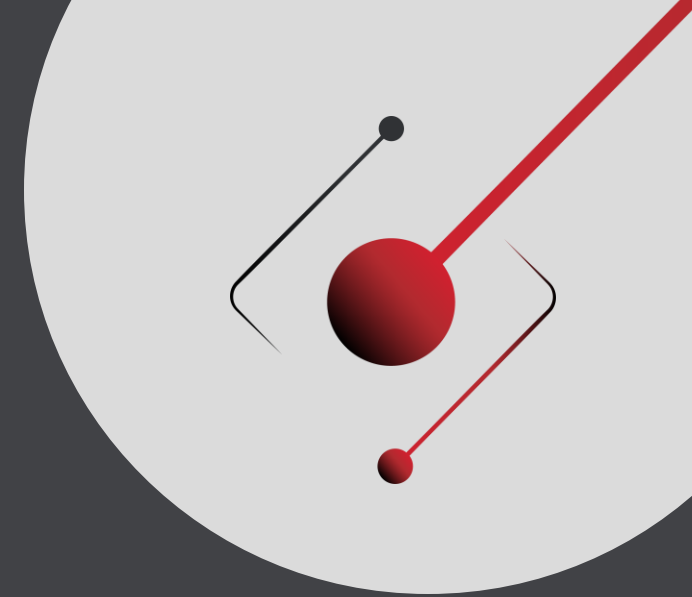
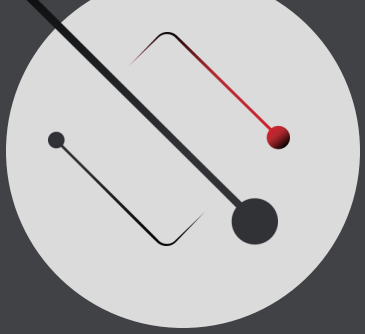
# Is Technology the answer?

# Advisors See AI and Digital Tools as Essential

## TOP PRIORITY TOOLS IN WHICH FIRM SHOULD INVEST



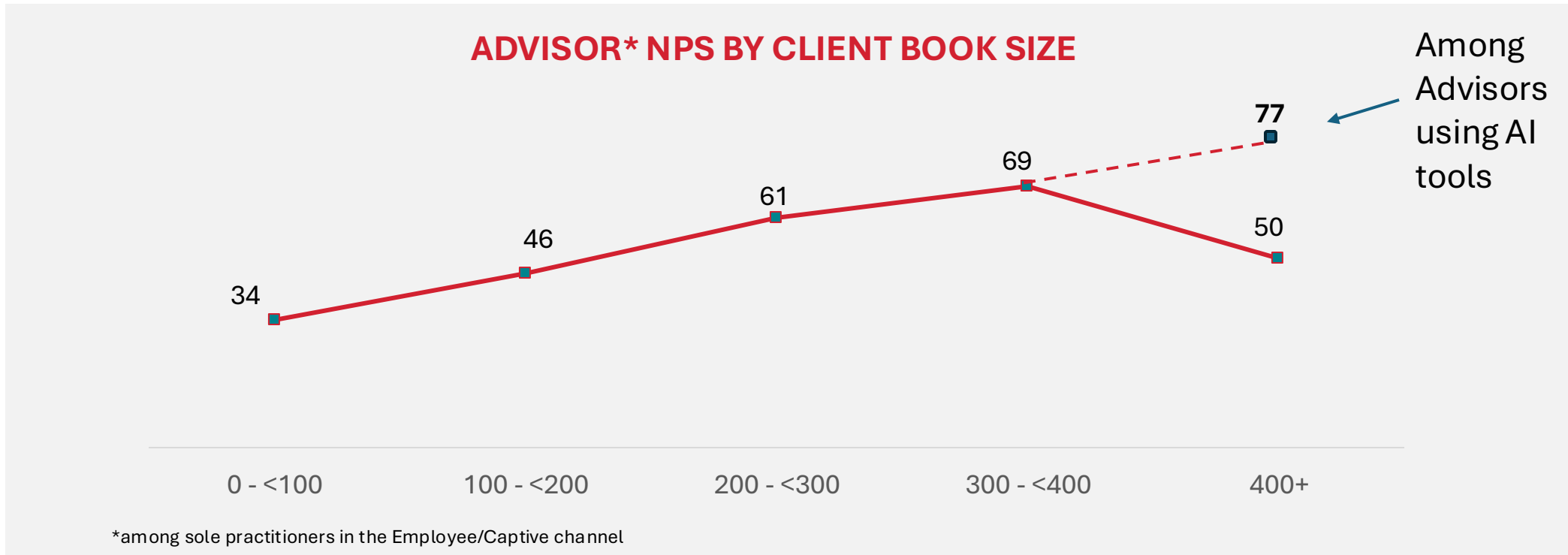
Source: JD Power 2025 U.S. Financial Advisor Satisfaction Study



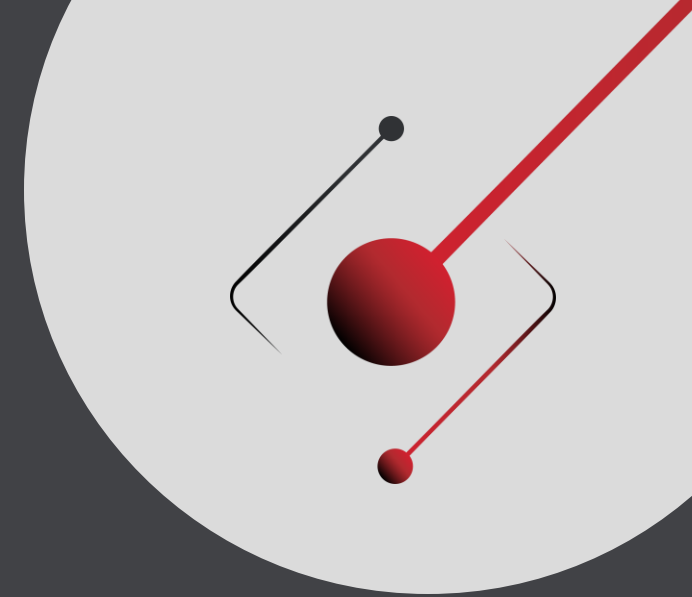
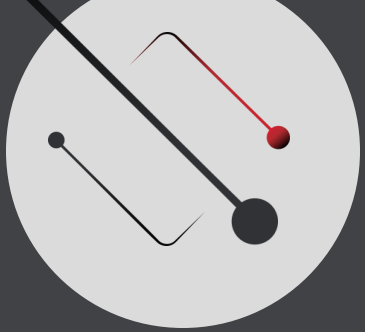
# Advisors always want more clients

Right?

# AI Tools Can Expand FA Capacity and Increase Loyalty



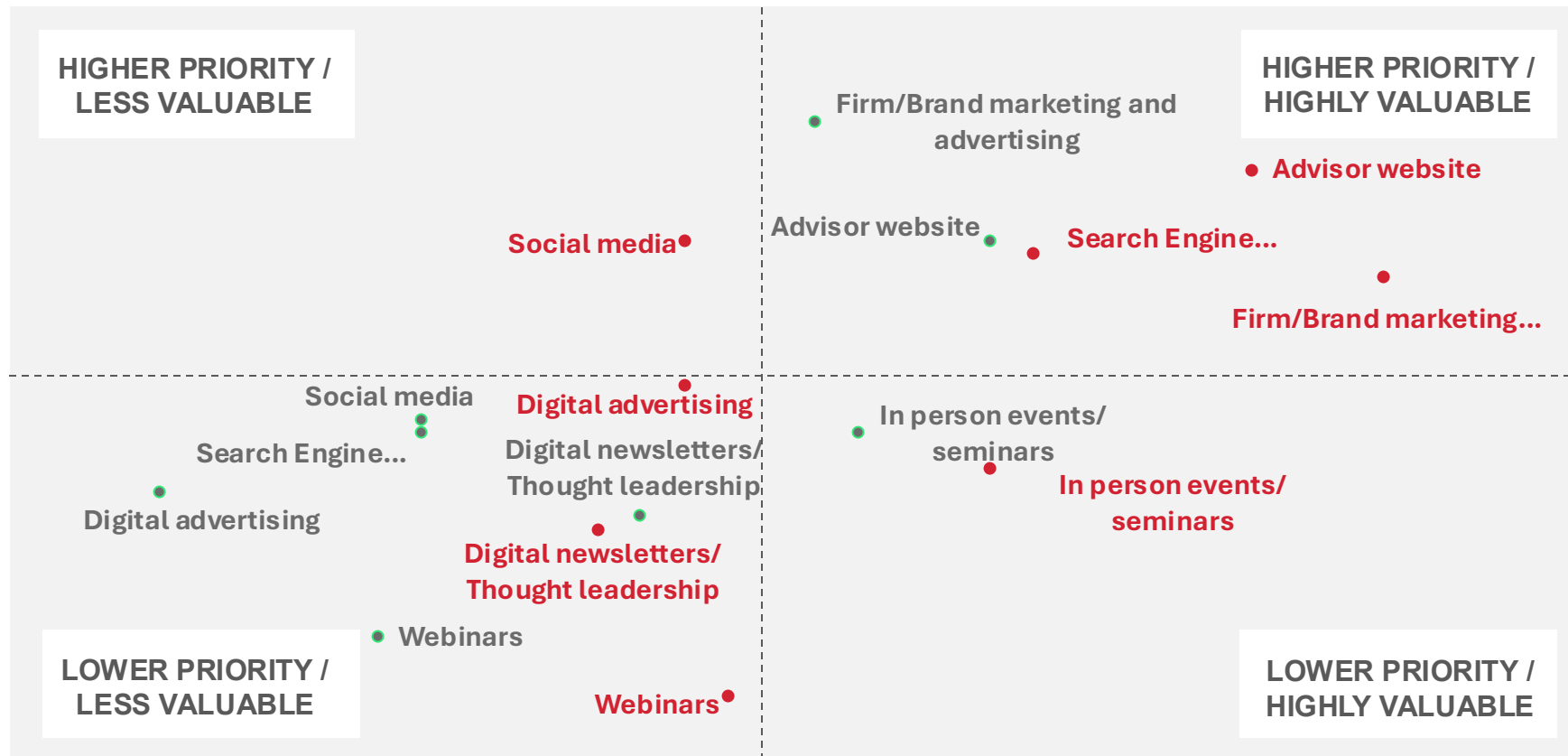
Source: JD Power 2025 U.S. Financial Advisor Satisfaction Study



# Firms know exactly where to focus marketing support for advisors

# Marketing priorities vary by FA career stage

TYPES OF MARKETING SUPPORT THE FIRM SHOULD PRIORITIZE



Advisor Tenure  
**Less than 10 years**  
 10 years or more

Source:  
 JD Power 2025  
 U.S. Financial  
 Advisor  
 Satisfaction Study

TYPES OF MARKETING SUPPORT THAT ARE "VERY VALUABLE" TO ADVISORS

**JDPOWER**

**MOVE SMART  
GOVERN AI,  
PROTECT TRUST,  
WIN THE NEXT  
WAVE OF AUM**



The advantage goes to firms that see risk early and act deliberately.



Ground your next decisions in independent insight. JD Power helps firms understand generational risk and act with clarity and discipline.



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# Questions

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