cogent syndicated

Advisor Brandscape®

Identifying industry trends and tracking brand perceptions and loyalty in the advisor marketplace

Publishing June 2025

To win and keep advisors' business, asset managers need to know how their brand is perceived in the market and must track product use trends that could impact the bottom line. This information is paramount when making strategic decisions regarding future product development, branding, communication strategies, advisor engagement efforts and more.

As the most trusted resource for advisor intelligence, Advisor Brandscape has tracked the attitudes and behaviors of advisors since 2009. This annual report provides a holistic view of the advisor landscape including practice models, product use, brand perceptions and user experience, and is the leading industry benchmark for the nation's top mutual fund and ETF providers.

NEW THIS YEAR: Expectations regarding succession planning and retirement, perspectives on active ETFs from The Advisor Exchange™, and current use and interest in Bitcoin ETFs

BOOST PROFITABILITY

Identify growth and loss segments in the advisor marketplace to boost profitability and grow market share

TRACK COMPETITORS

Benchmark performance against your competitors to improve differentiated positioning

OPTIMIZE DISTRIBUTION STRATEGIES

Explore the effectiveness of wholesaler teams to develop optimized distribution strategies

Advisor Brandscape Overview

AREAS OF INQUIRY

Brand Equity for Leading Asset Managers and Mutual Fund/ETF Providers

- Unaided consideration
- Unaided awareness
- Overall awareness
- Brand impression and imagery association
- Overall consideration
- Brand engagement: Recall and impact of marketing and sales touches

Brand Use, Satisfaction and Loyalty

- Penetration
- Share of assets
- Loyalty
- Satisfaction with a battery of product and service attributes
- Intent to increase/decrease investments

Book of Business Overview

- Current and future AUM allocation by asset class
- Percentage of assets managed actively vs. passively
- Product use and allocation
- Breakdown of transaction-based vs. asset-based compensation
- Client profile
- Model portfolio use

Financial Advisor Profile

- AUM
- Channel affiliation
- Individual- vs. team-based approach
- Current outlook and leading concerns
- Communication preferences

SAMPLE SIZE AND METHODOLOGY

- 1,500 advisors representing all advisor channels (RIAs, national wirehouse brokers, regional brokers, independent planners and bank representatives) and AUM
- Web-based survey
- Stratified sample to allow for subgroup analysis by AUM, distribution channel, product use, advisor role (client management vs. investment management focus), advisor use of model portfolios and other key variables

PUBLICATION SCHEDULE

- Survey fielded: January–March 2025
- Publication: June 2025
- Strategy session: Starting July 2025

SUBSCRIPTION INVESTMENT: $50,000

- Printed report with product and brand analyses, commentary and strategic implications
- Strategy session and presentation designed to deliver actionable results and facilitate strategic planning
- Custom data cuts and survey work by senior analysts available

Cogent Syndicated is the most trusted, reliable and agile source for wealth management insights.

We’ve been inside the industry for over 20 years. Every single day we are talking to your most valuable clients, customers and prospects—they know us and they trust us. Our curated, stable sample of advisors is truly representative of the entire advisor universe. Our team of industry experts distills data to help brands translate human behavior into future products and messages that keep you ahead of transforming market needs.

Pinpoint competitive weaknesses to elevate brand, increase market share and benchmark your firm against competitors with our robust suite of advisor research.

COGENT BEAT™ ADVISOR
Monitor current product trends, brand positioning and wholesaler effectiveness

MEDIA CONSUMPTION™ ADVISOR
Track media usage patterns and preferences to inform media buys and maximize advisor reach

RETIREMENT PLAN ADVISOR TRENDS™
Increase DC market share, optimize distribution strategy, and strengthen advisor satisfaction

TRENDS IN ALTERNATIVE INVESTMENTS
Measuring advisor and accredited investor interest in alternatives

Talk to us.

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