



2025 Investor Engagement Survey

Prepared by Logica Research

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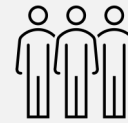
Methodology

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CapIntel partnered with Logica Research to conduct the 2025 Investor Engagement Report to explore and understand what investors value in their relationship with financial advisors.

Responses were collected through an online survey during August and September 2024.

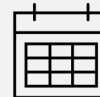
Logica Research is an independent research firm and is neither affiliated with, nor employed by, CapIntel.



1,000 Investors
with >\$50K in investable assets
who work with a financial advisor



12 minutes
Length of survey



Aug. 26 – Sept. 3
Dates in field

Key Findings

Key Findings



Investors seek to build strong and trusting relationships with their advisors

- This trust can be built primarily through accurate financial performance information and an understanding of their clients' goals, and secondarily through personalized advice.
- Aside from investment performance, investors are most likely to say their relationship with their advisor is the most important part of the advising experience.
- When asked about the future, most investors express a desire for more personalized financial advice, especially among Boomers.



Investors seek education and good communication with financial advice

- Most investors express a strong preference for investment proposals that are personalized for them as opposed to a single, standardized proposal.
- Investors show a desire for a clear understanding of their finances and want a well-rounded view of their financial health.
- Millennial investors are more likely to communicate with their advisor digitally, via emails or video meetings, and to have higher preference for digital methods.



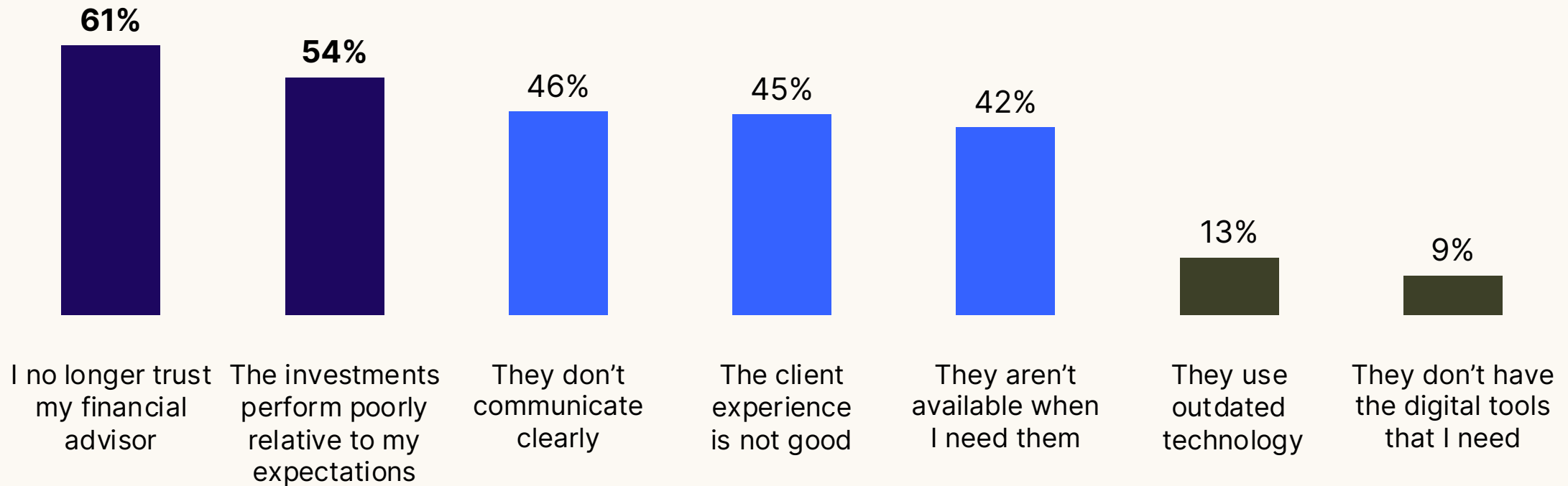
There is an opportunity to modernize how advisors work with investors

- Although PDFs and written documents are the most common methods of receiving proposals today, dashboards are in second place and are most preferred by younger generations. Results suggest that younger generations will find digital dashboards even more useful with education around the benefits.
- Customizable, interactive dashboards provide an opportunity to further increase engagement among investors who want to be active, informed participants with their advisor.

Trust

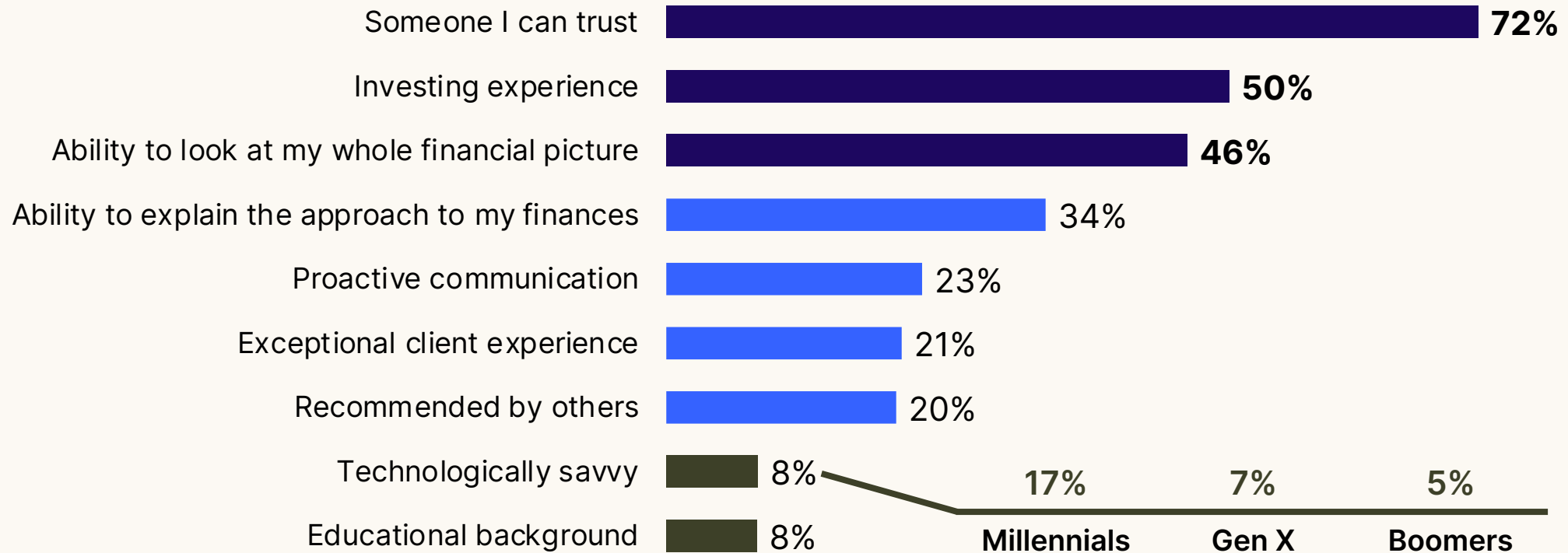
Broken trust is the number one reason investors will look for a new advisor, even before poor investment performance

Top Reasons Investors Will Search For A New Advisor



When considering an advisor, investors first value **trust**, followed by investing experience and a holistic view of their finances. Being **savvy with technology** is also more important among Millennial investors.

Top Qualities Investors Look For In An Advisor



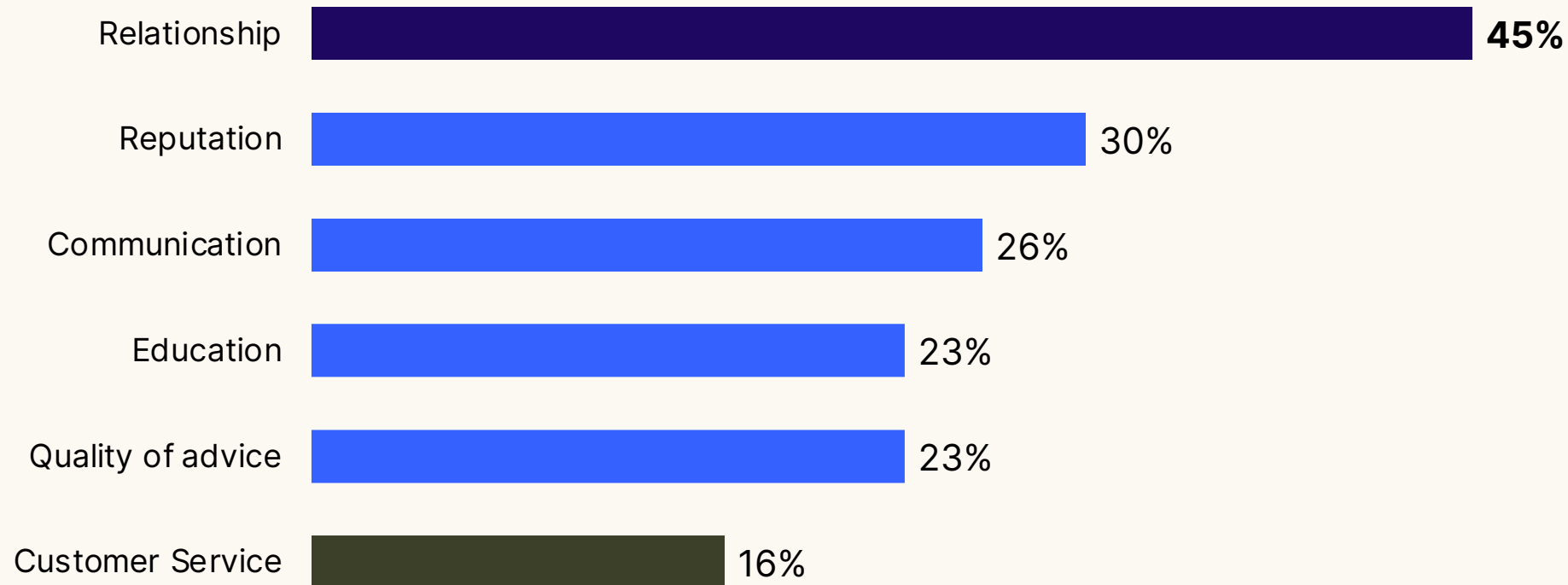
Advisors can **build trust** by presenting information in a **clear way** and **showcasing an understanding** of investors' current financial health and goals

Top Ways Advisors Can Build Trust With Investors

Shows they understand my financial health and goals	46%
Clear and accurate information on my financial performance	46%
A proven track record	39%
Equips me with knowledge to make informed decisions about my finances	31%
Personalized advice	31%
Clear, documented advice	24%
Recommended by people I trust	24%
Helps me feel empowered to be an active participant in my planning	22%
Provides me with financial education	18%

Beyond investment performance, investors identify the **relationship** they build with their advisor as the **most important aspect** of the experience

The Most Important Elements of the Financial Advisor Experience



Communication

Clear communication and personalized, organized advice rise to the top for investors when asked about the most important aspects of the advisor experience

Key Aspects Of The Financial Advisor Experience





85%

of investors feel it is very important that their advisor provides clear communication about their financial picture...

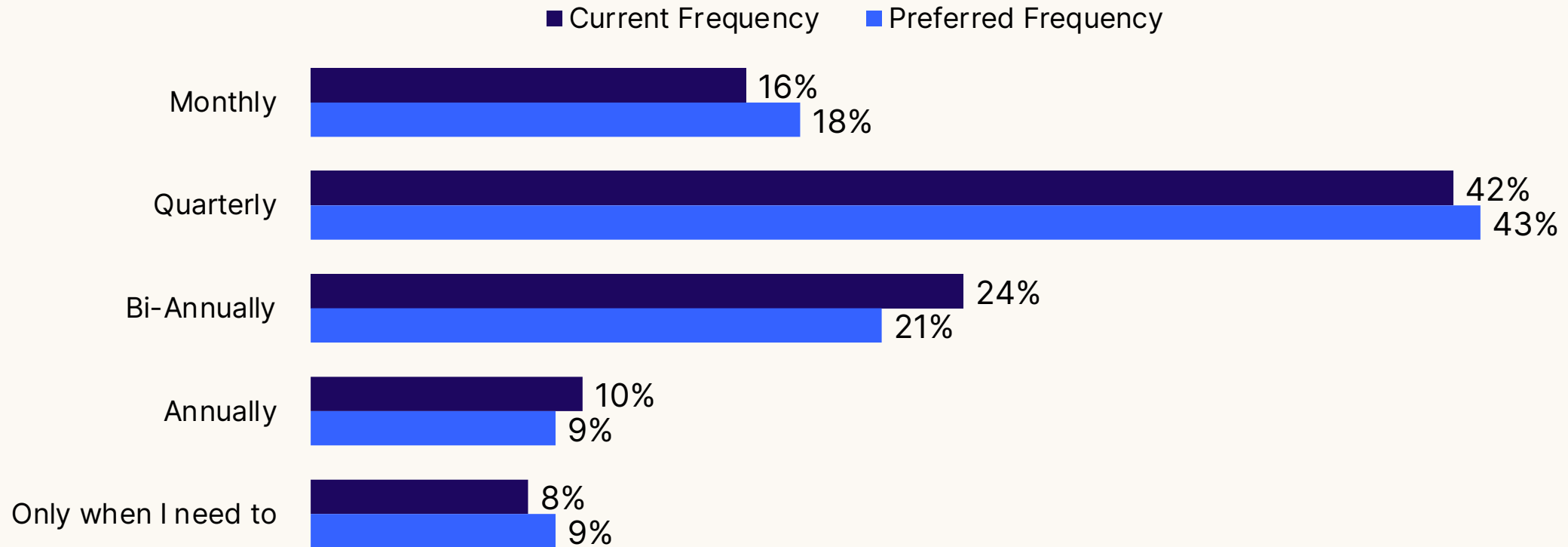
But only

62%

of investors rate their advisor as “excellent” at clearly communicating their financial picture

Advisors are currently communicating with investors at their preferred frequency

Current and Preferred Frequency of Communication with Advisor



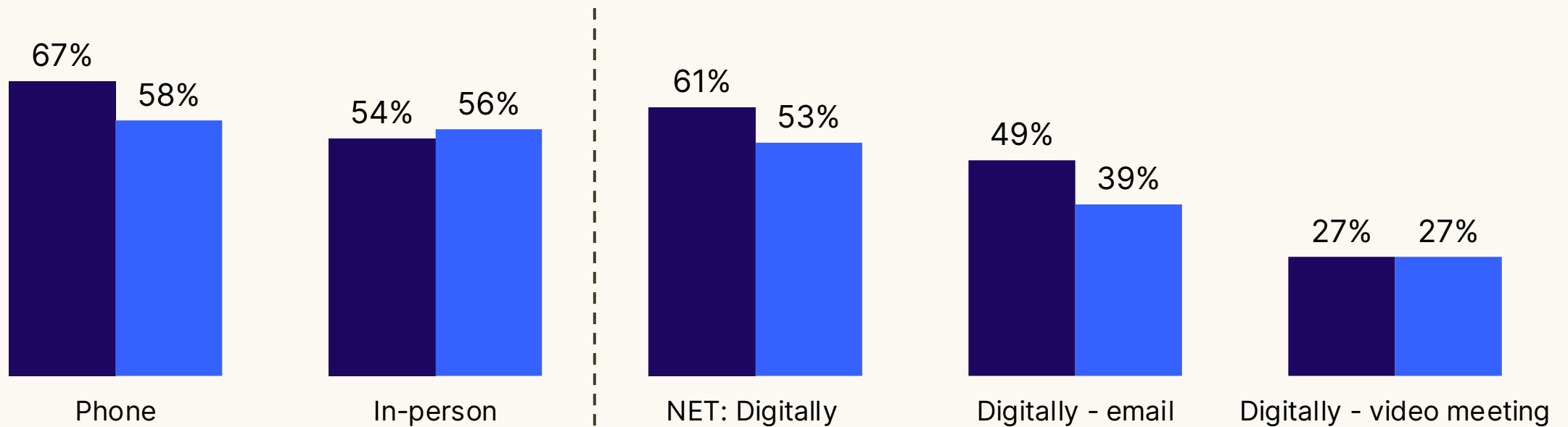
Q.12: How frequently do you communicate with your financial advisor? Base: Total (n=1,000)

Q.13: How frequently would you prefer to communicate with a financial advisor? Base: Total (n=1,000)

Investors typically **communicate** with their advisor by **phone**, with **in-person** and **digital meetings** close behind

Current and Preferred Method of Communication with Advisor

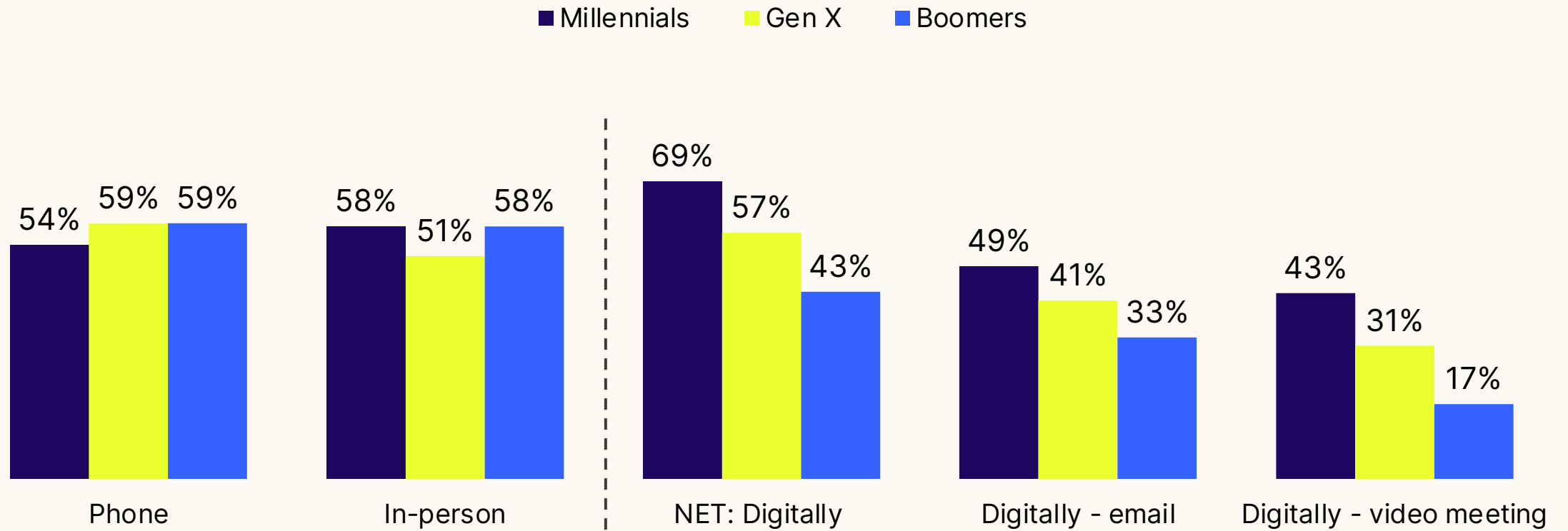
■ Current Method ■ Preferred Method



Q.14: In what ways do you currently communicate with your financial advisor? Base: Total (n=1,000)
Q.15: In what ways would you prefer to communicate with a financial advisor? Base: Total (n=1,000)

Millennial investors prefer to communicate with advisors through digital channels more than older generations

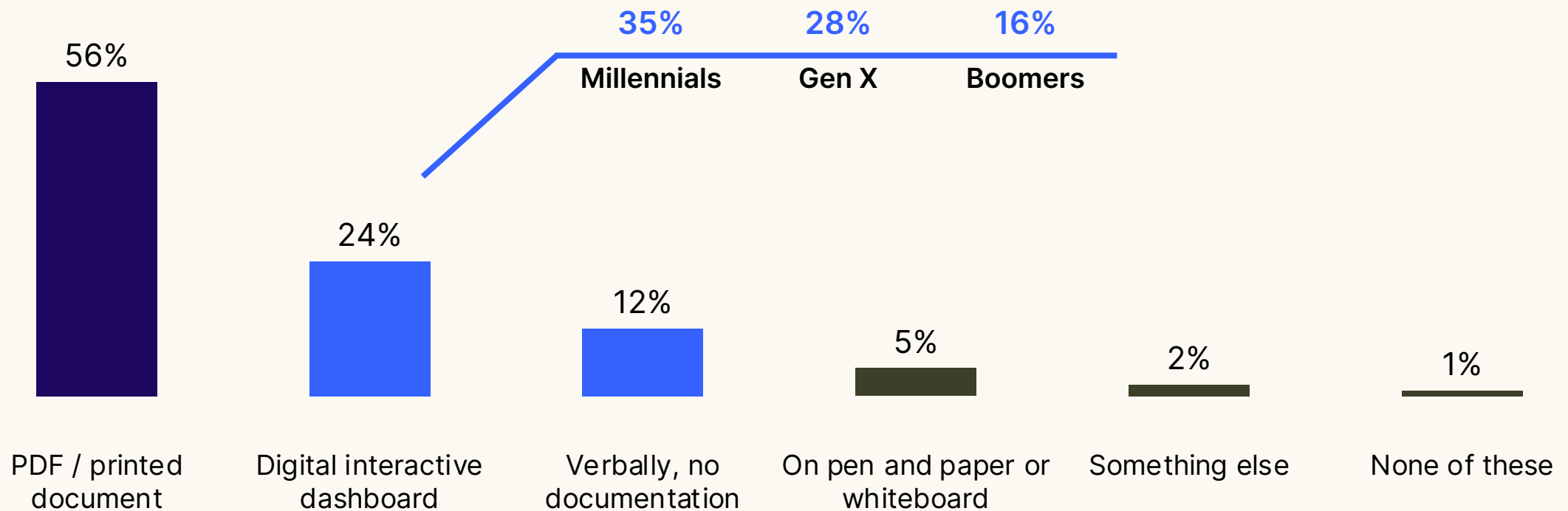
Communication Preferences Through Digital Channels



Personalized Advice

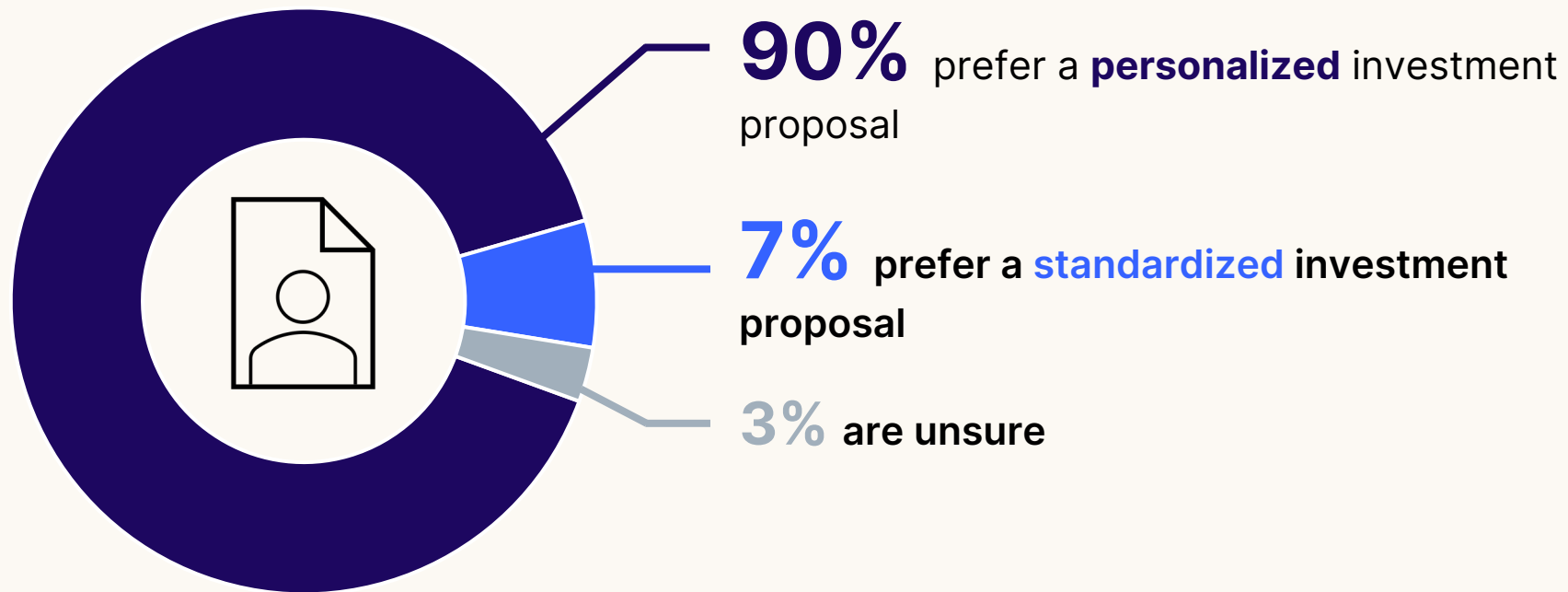
While most investors are used to a PDF or printed documentation for their financial advice, **Millennial** investors express increased preferences for **digital dashboards**

How Investors Prefer to Receive Financial Advice



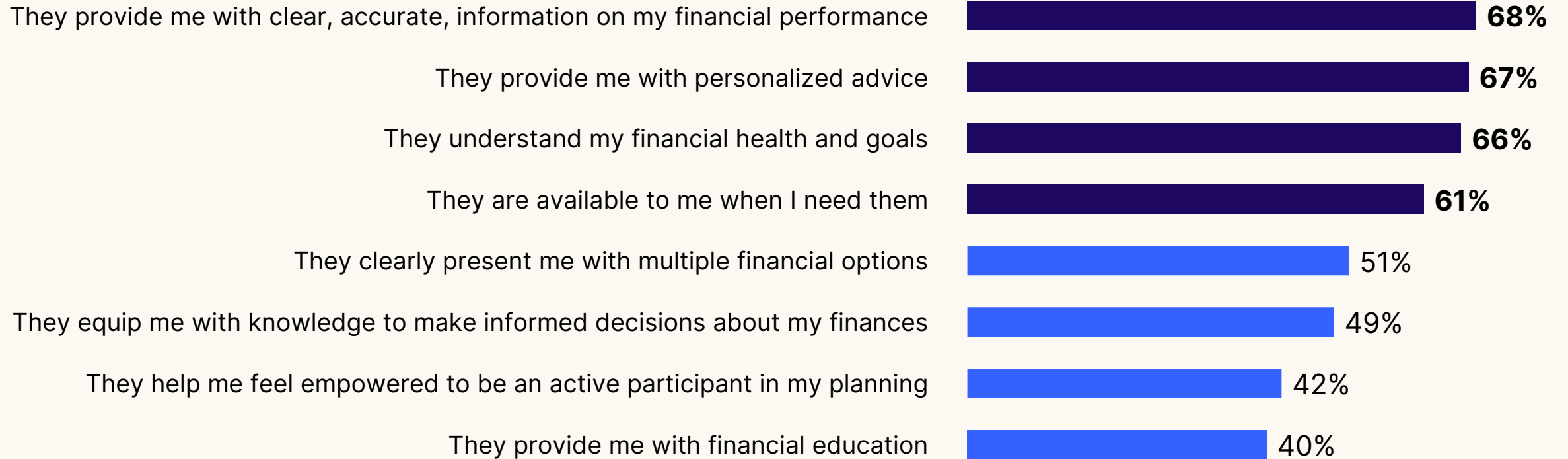
Investors overwhelmingly want **personalized** investment proposals from their advisors

Preference for Investment Proposal from Advisor



Advisors can show they **care** about an investor's financial future by giving them **accurate information, personalized advice**, understanding their goals, and being available for them

How Advisors Show They Care About an Investors' Financial Future








There is an opportunity for advisors to provide **Millennials** and **Gen X** investors with **educational resources** to manage their finances

How Advisors Show They Care About an Investors' Financial Future

	Millennials	Gen X	Boomers
They provide me with clear, accurate, information on my financial performance	63%	66%	73%
They provide me with personalized advice	61%	66%	71%
They understand my financial health and goals	58%	64%	70%
They are available to me when I need them	46%	60%	70%
They clearly present me with multiple financial options	51%	50%	52%
They equip me with knowledge to make informed decisions about my finances	49%	49%	48%
They help me feel empowered to be an active participant in my planning	43%	43%	40%
They provide me with financial education	46%	45%	33%

Looking to the future, **all generations** hope to receive **personalized advice** from their advisors in the future, while **Millennials** have the strongest preferences for **technology** and **digital dashboards**

Investors' Hopes for the Future		Millennials	Gen X	Boomers
Highly personalized advice that relates to my specific situation and goals	 75%	67%	73%	80%
Real-time communication with my financial advisor on changes I want to make to my portfolios	 50%	46%	51%	52%
Access to the best technology for managing my finances	 34%	46%	39%	26%
Live digital dashboards to view my full financial picture	 31%	42%	36%	23%
Access to top-notch financial education tools	 25%	35%	29%	18%