



B2B Tech Research Series

Vol. 1: Tech Priorities & Preferences For Financial Professionals

September 2025



Tech Priorities & Preferences For Financial Professionals

Our Methodology

WHAT



15, 30-minute webcam
IDIs were conducted
with financial
professionals in July
and August 2025

WHO



Financial Professionals represented

- A range of channels: independent BDs, RIA firms, and wirehouse advisors
- A variety of tenures, firm sizes, assets under management, and degrees of tech savvy

The Current FP Tech Stack

There is no shortage of options...

Financial AdvisorTech Solutions Map

SEPTEMBER 2025

Latest version available at: kitces.com/fintechmap

FINANCIAL PLANNING

INVESTMENT MANAGEMENT

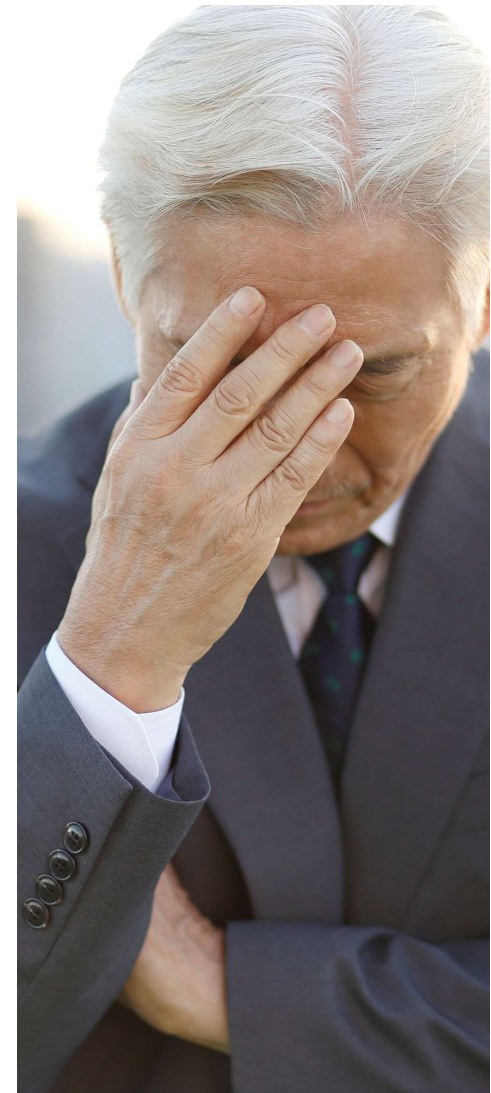
CLIENT ENGAGEMENT

BUSINESS DEVELOPMENT

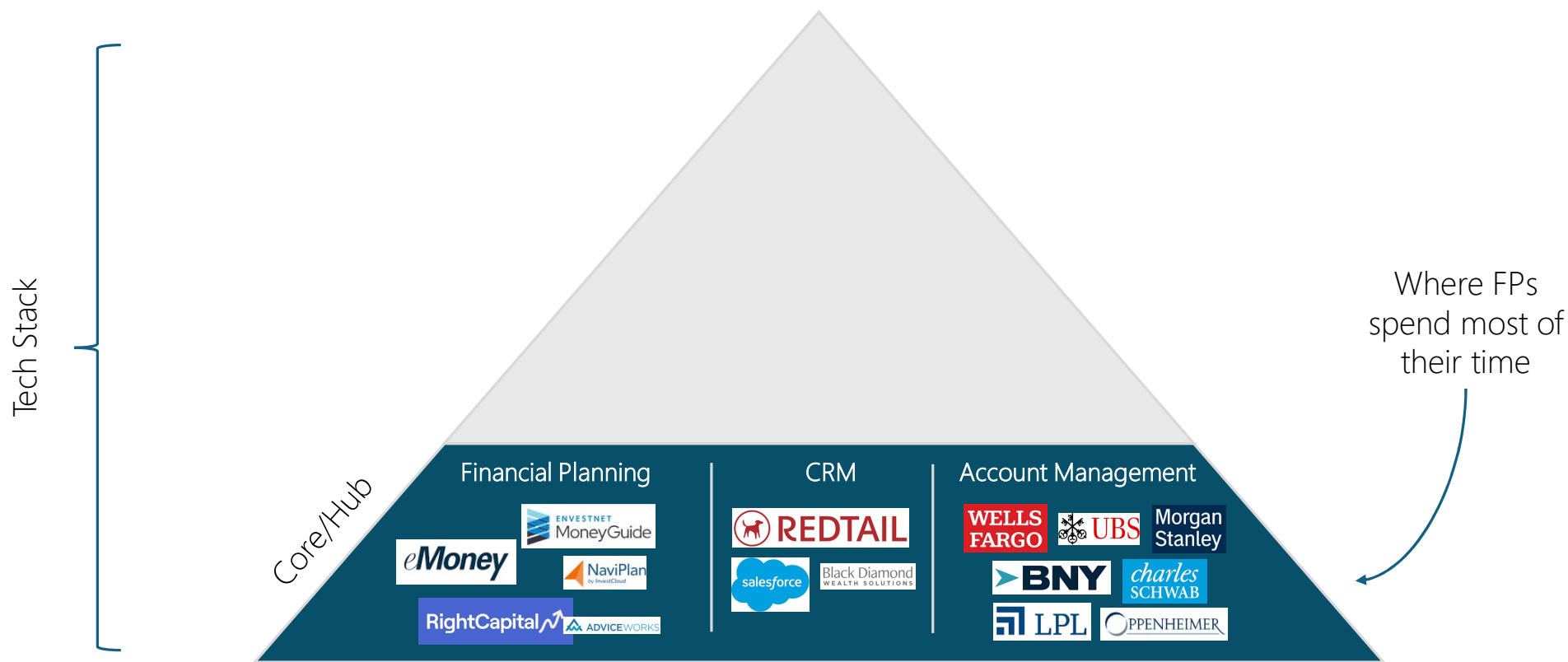
OPERATIONS

DOCUMENT MANAGEMENT

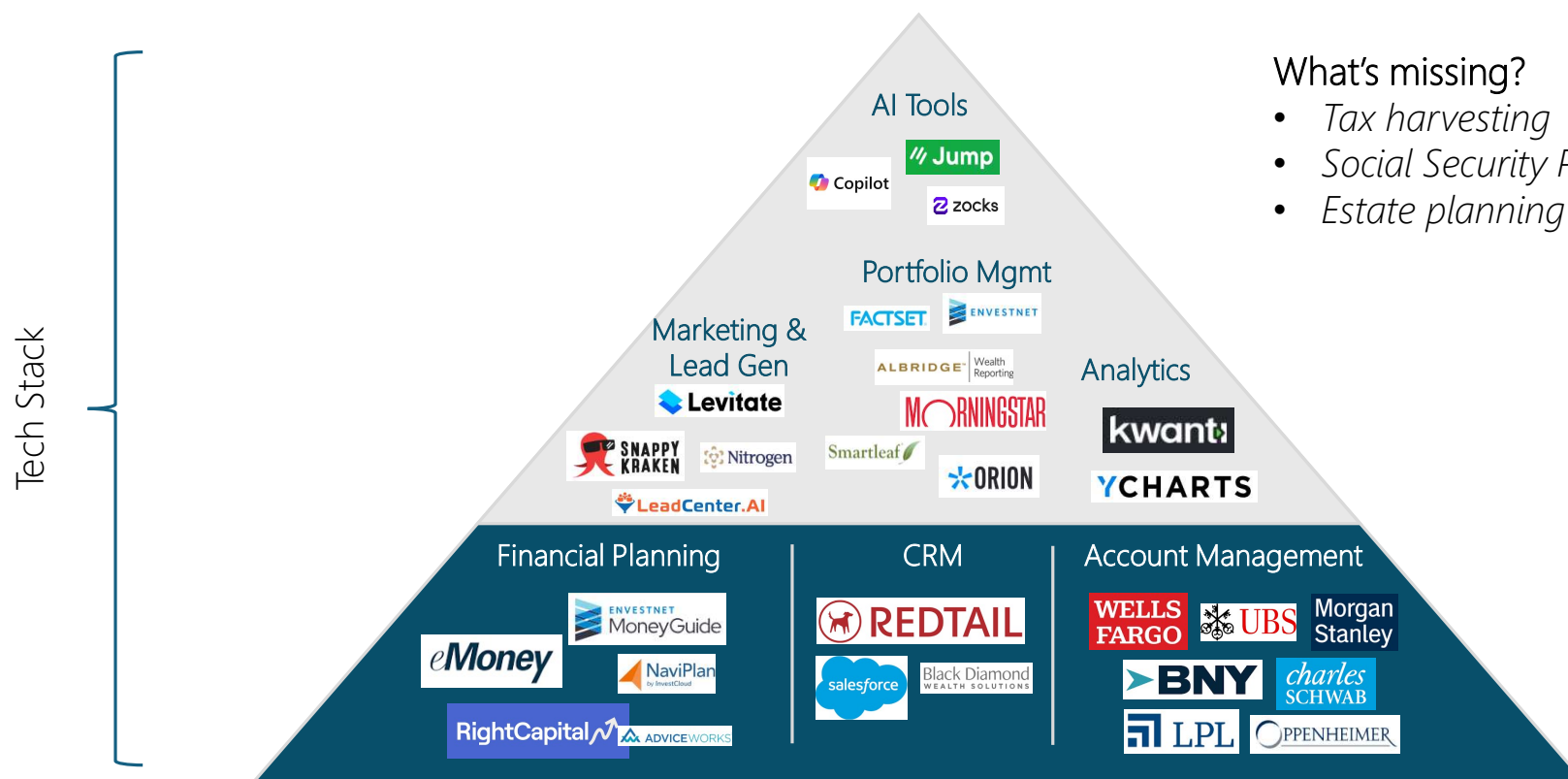
kitces.com LLC = Category Newcomer



Generally speaking, there are three 'core categories' that are foundational to the FP Tech Stack



And FPs build on the foundation with additional components - features often bleed into one another



What's missing?

- Tax harvesting
- Social Security Planning
- Estate planning

Advisors often sense they are not using their tech stack optimally and feel there are barriers to full utilization.

"There are definitely capabilities there that I have not even scratched the surface on."

~ Wirehouse FP

Incumbency and
Switching Costs

Overlapping
Functionality

Training /
Learning Curve

Diminishing Returns

"They'll [providers] understand how E money incorporates their product or their strategies. And they'll actually even do some tutorials where they'll help show us how we could utilize our system more to make our lives easier."

~ Wirehouse FP



Technology helps FPs enhance client engagement both directly and indirectly.

DIRECTLY

Content: reports, scenarios, and summaries *that FPs can use in their "story telling"*

Process: streamline the client experience

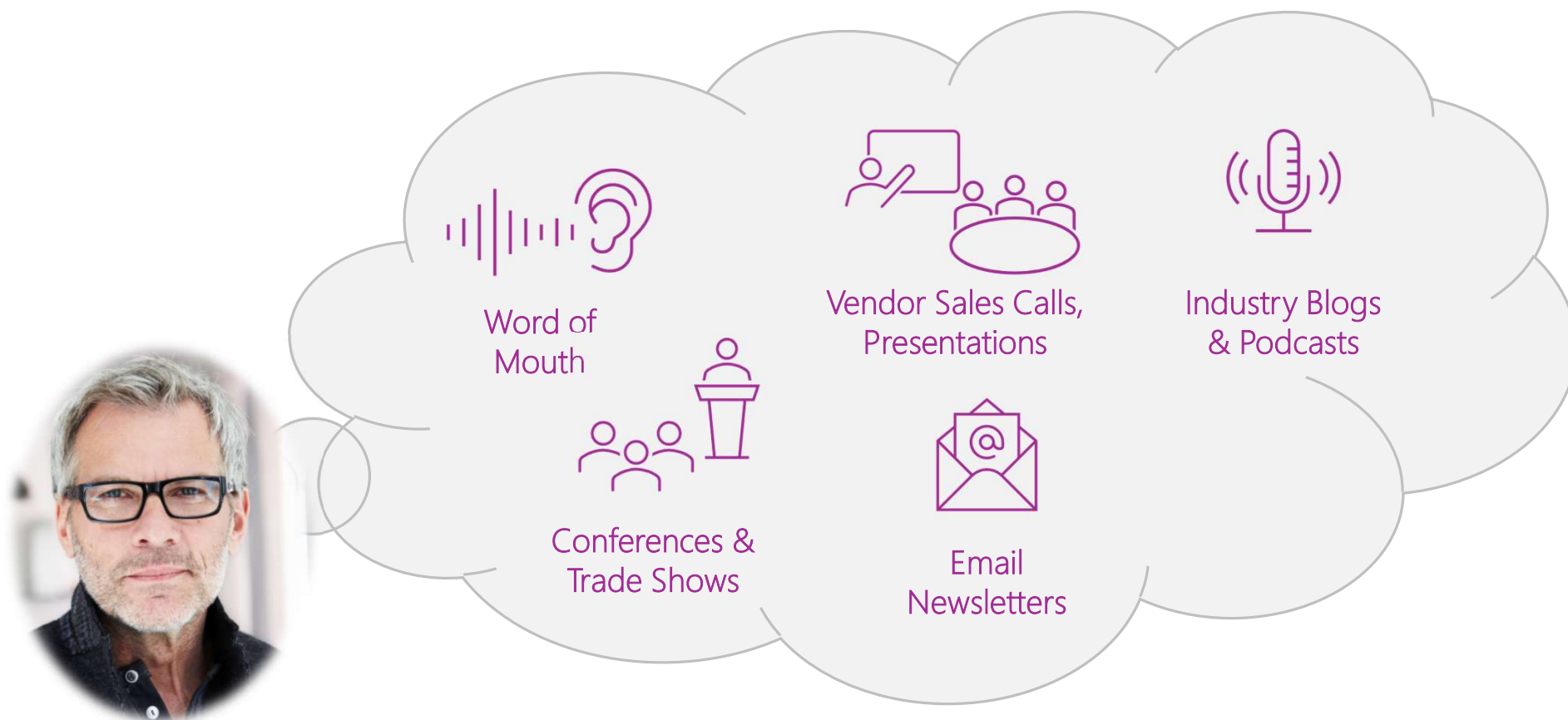
INDIRECTLY

Tools that save them time, freeing them up to spend more time with clients

BUSINESS OPPORTUNITIES for the FP

Selecting Fintech Platforms

FPs learn about new fintech platforms and tools many different ways.



Sometime less is more, and FPs must justify their fintech investments.

"There's a lot of cool things out there, but it's not always relevant to what I need to do on a day-to-day basis. Is it really going to help me do my job or save me time?"

~ Partner at a team-based RIA firm



Does it help me do my job?

Does it save me time?

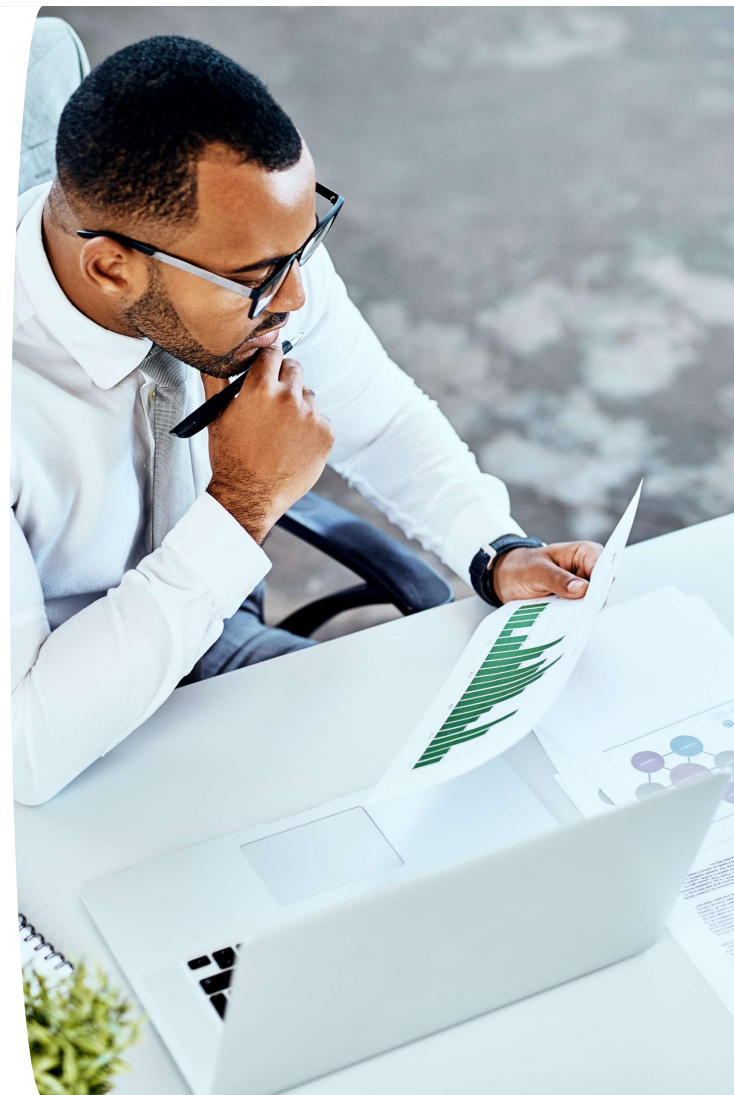
How does it benefit my clients?

If it satisfies these factors, then FPs consider additional factors before committing...

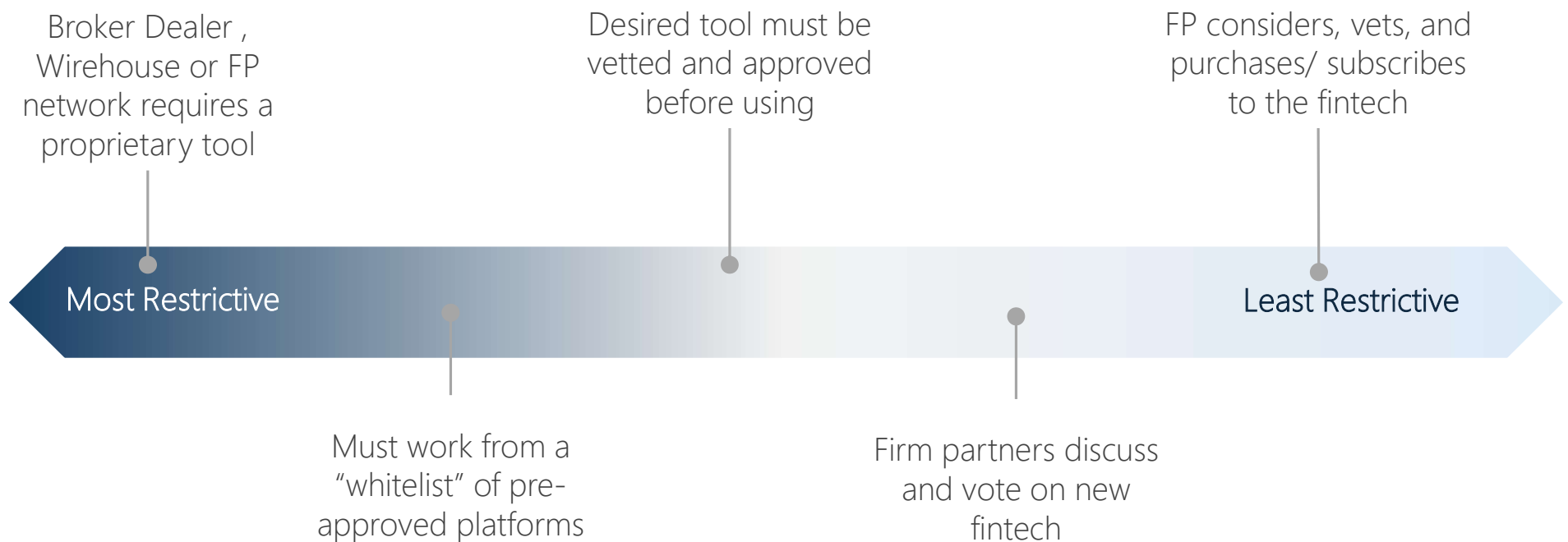
Does it help me do my job?

Does it save me time?

How does it benefit my clients?



In many cases, FPs wanting to add a fintech to their stack must navigate a range of approvals from their network, broker dealer, or firm.



Integration Across the Tech Stack

Data integration across the tech stack is a means to an end, not a goal for its own sake.



"Not every tool needs to talk to every other tool. We don't need integration across platforms just to say we have it. It's like anything else; it has to add value or increase efficiency."

~ Independent BD advisor



The current state of data integration across the FP tech stack is a decidedly mixed bag.

Integration expectations vary by ...

Platform/System

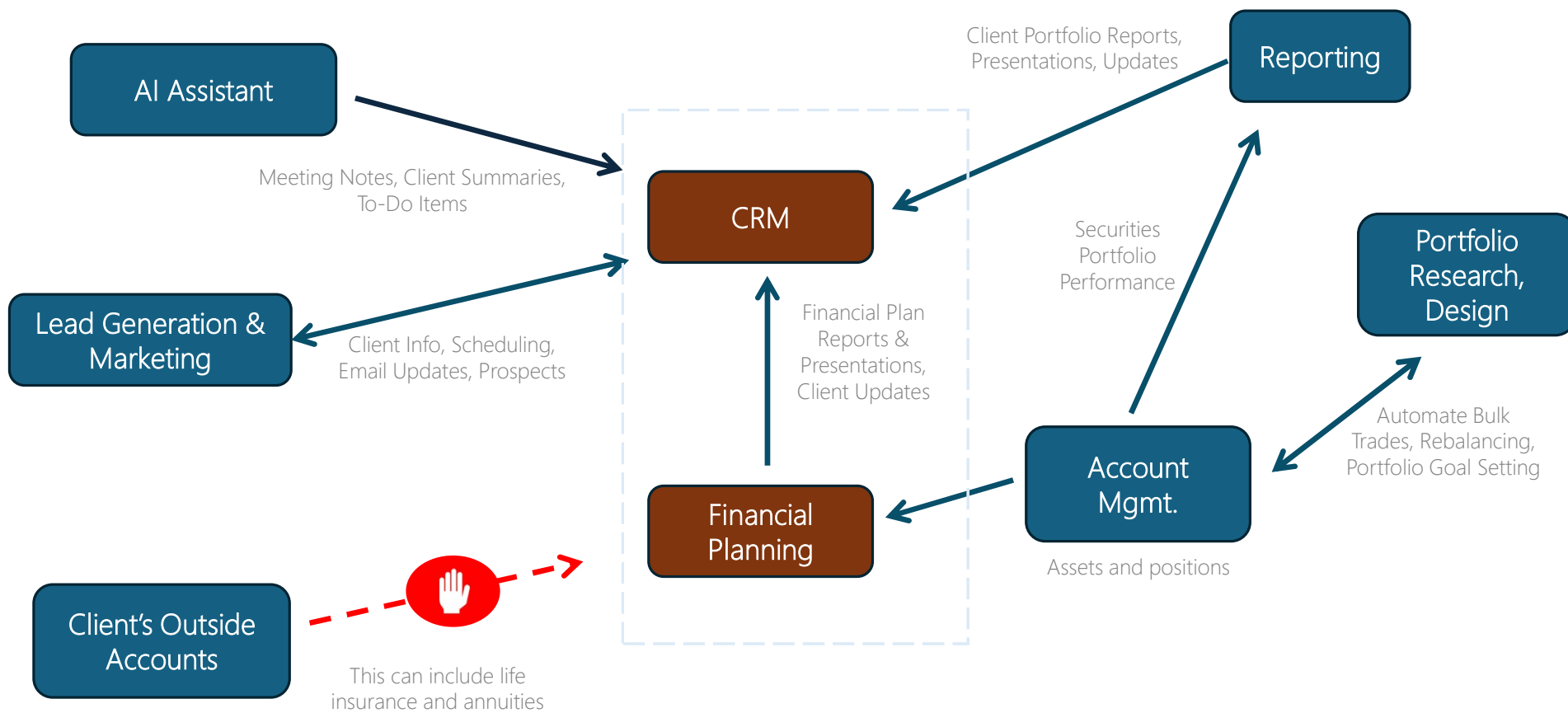
Channel

Type of Data

Historical Expectations

FP Awareness

Let's take a look at integration across the FP tech stack...



The general consensus is that financial service provider integration into their tech stack does and could further enhance ease of business.

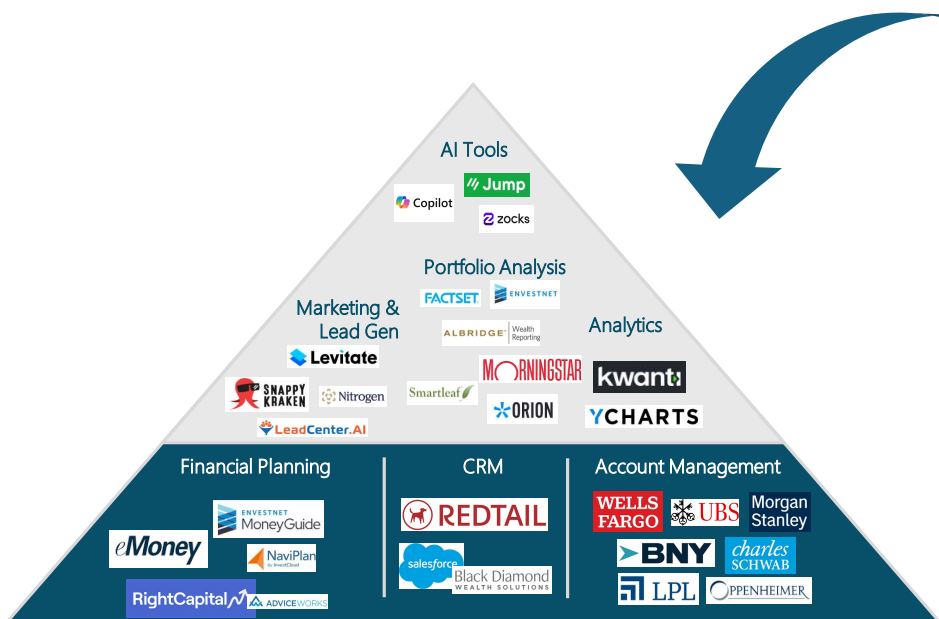
They want providers to meet them in their "sandbox" and where they are working.

"It'd be great to have something where Lincoln could plug into what we have [vs. having to go the website.]"

"I really wish that it was a lot cleaner. I wish I could pull up Morningstar and have my client portfolios just populate automatically."

And, assuming a competitive product, technology/integration can drive product selection.

"If you integrate as well, then that is absolutely worthwhile, and would be a major consideration point [in selecting a solution], but not at the expense [of the product.]"



The role of technology in the annuity life cycle and potential opportunities

Think about the annuity life cycle...



There are opportunities for both third-party and carrier technology to streamline the pre-sale process.



EFFICIENT CROSS PROVIDER ANNUITY COMPARISONS



DIGITAL ACCESS TO CLIENT-FACING MATERIALS



SELF-SERVICE ILLUSTRATIONS



"There's no good way to compare across annuities. It's based on which wholesalers you know, and how many calls you have time to make. A tech solution to compare annuities side-by-side would make a big difference."

~ Independent BD advisor

Technology at point of sale is all about ease of placing business.



Once an annuity contract is in effect, FPs would like to see more servicing options available online.



There are a two interesting digital trends to watch when it comes to digital expectations of annuity workflows.

1



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Thank you.
Any questions?

Upcoming topics in Zeldis'
B2B Tech Research Thought Leadership series:

Vol. 2 – P&C Agents Use of Technology with Kristina Witzling
Vol. 3 – Group Benefits, Employers, & Technology with Amy Rey
Dates TBA, please join us