

The current state of AI in wealth management

A data-driven view into how wealth managers are using generative AI today and the impact it's having on their businesses



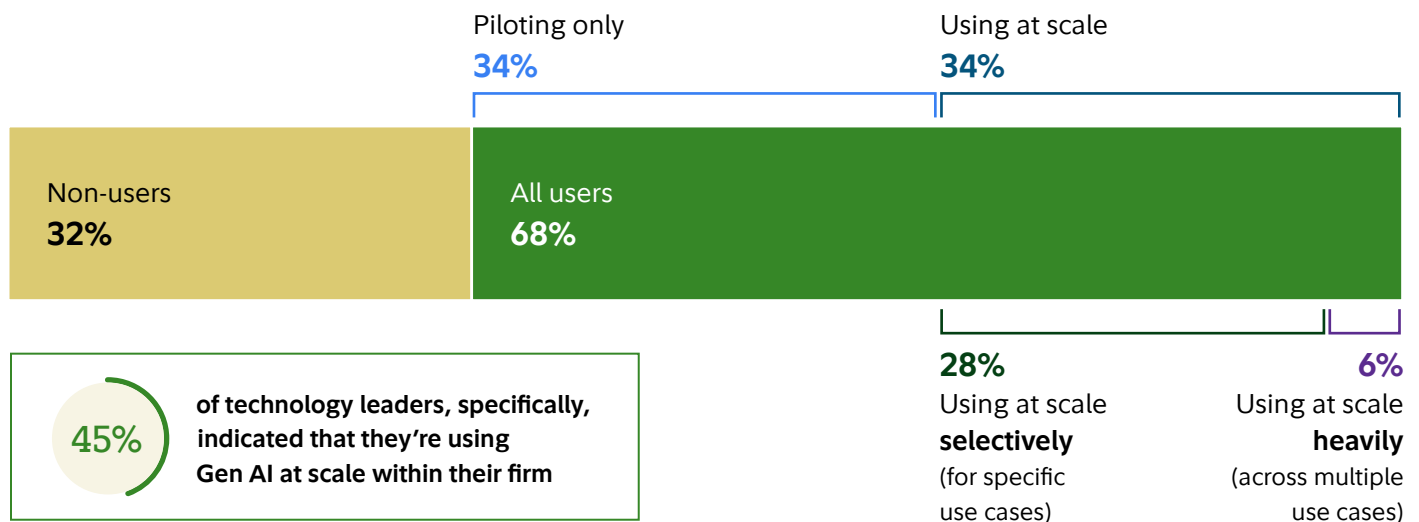
Fidelity recently asked representatives of a cross-section of wealth management firms—including firm leaders, tech leaders, advisors, and support staff—about their use of generative AI (Gen AI) and how it's affecting their businesses.

Here's what we learned.

Gen AI is gaining momentum

More than two-thirds of respondents are already using Gen AI within their firm. While half of these users are still exclusively piloting solutions, the other half are using it at scale—either selectively for specific use cases or heavily across multiple areas.

Identifying Gen AI user groups by level of adoption

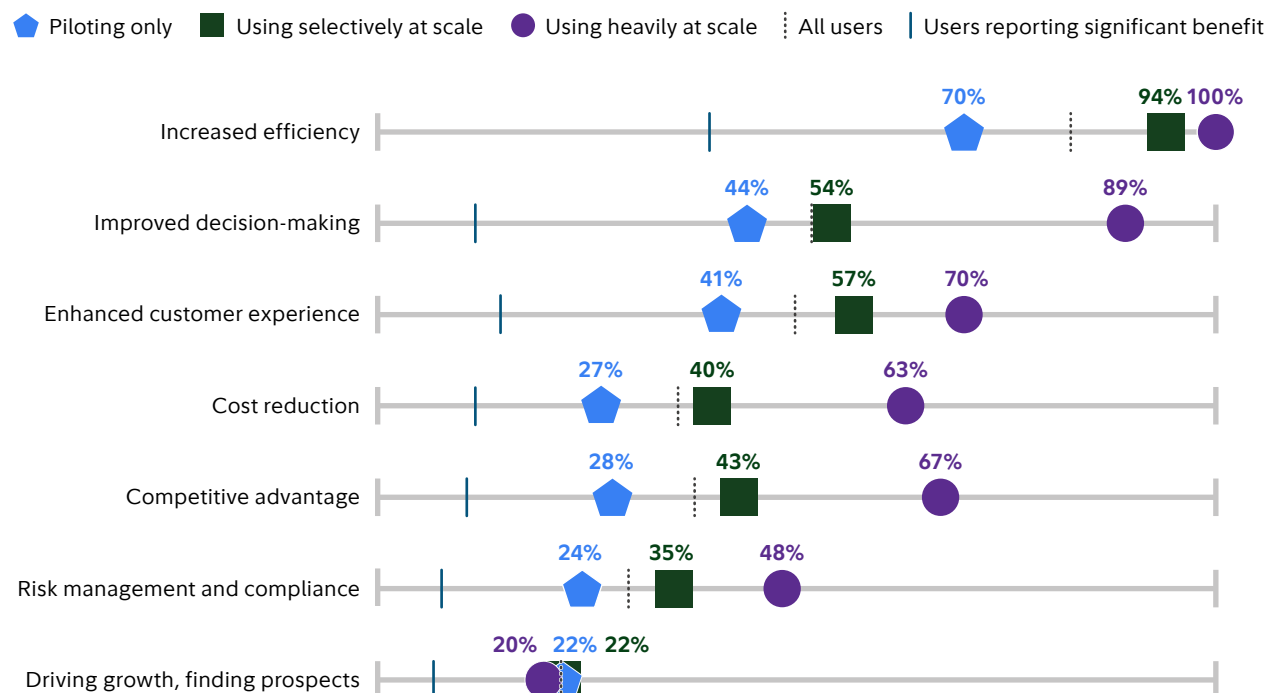


Users are seeing real benefits

Gen AI users report a range of benefits. This includes moderate or significant improvements in areas such as efficiency, decision-making, and customer experience. In the case of efficiency, 4 in 10 users report significant improvements. And while heavier users are generally more likely to report nearly every type of benefit, even users who are exclusively piloting solutions have reported moderate and/or significant benefits.

The benefits of Gen AI across user groups

Users reporting moderate or significant benefit (%)



Saving time

In a recent analysis, Fidelity found that if an advisor could reallocate five more hours per week to supporting clients and prospects, they could potentially **boost revenue by 27%**. For an advisor generating \$1 million in annual revenue, this would translate to an additional \$270k per year.¹

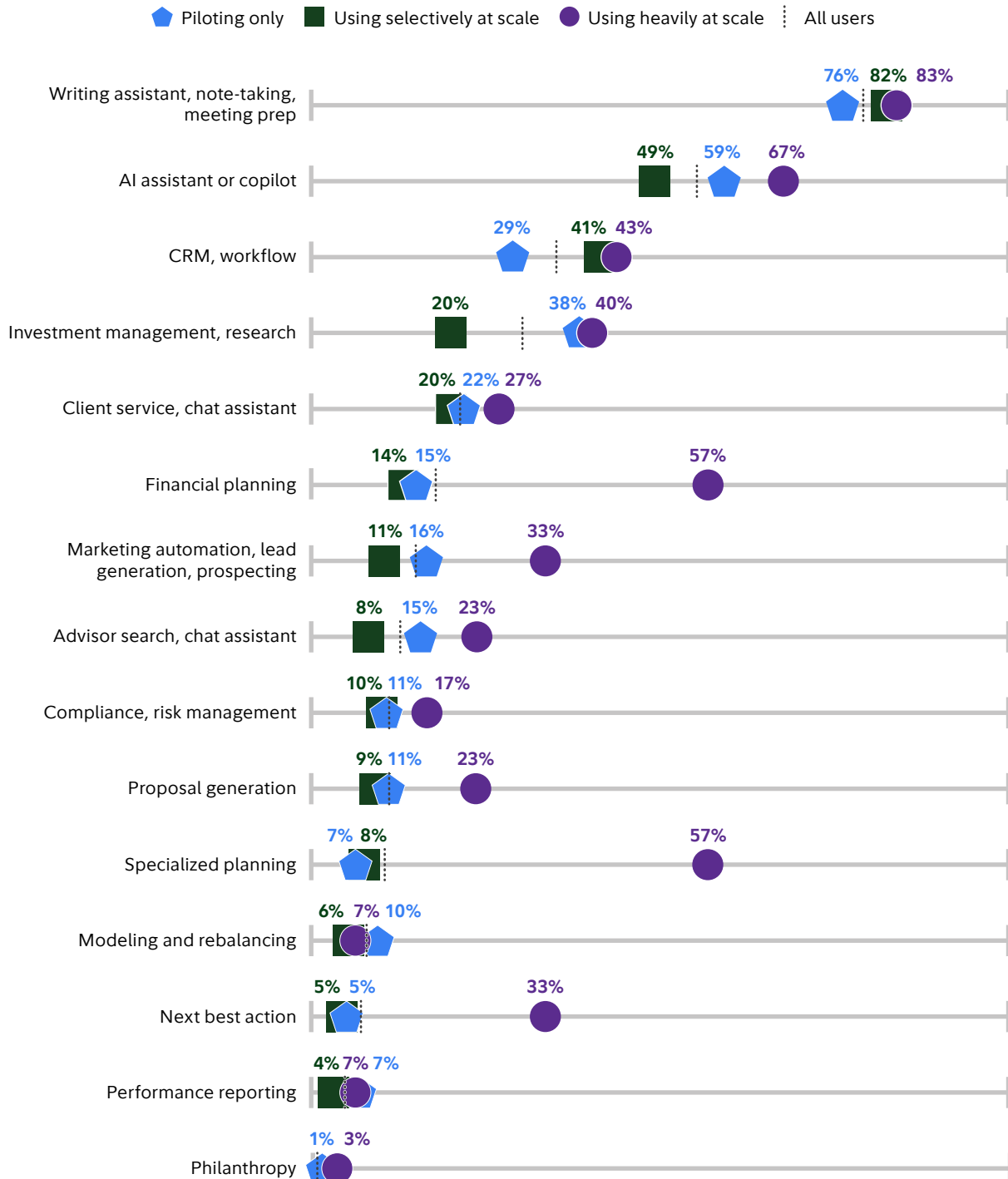
With that context, consider the impact of time saved by using Gen AI. More than two-thirds of those users at scale are saving at least **an hour per week**, and about **9% are saving 5 to 10 hours per week**. A handful of users report saving an astonishing **10 to 20 hours per week**. And even among users who are exclusively piloting solutions, more than half are saving at least **an hour per week** and nearly **5% are saving 5 to 10 hours per week**.

Across the many use cases, a few stand out

Gen AI users target various needs, but certain use cases that enhance productivity across a range of activities are more common. Nearly four in five report using Gen AI for writing assistance, note-taking, and/or meeting preparation. And more than half use an AI assistant or copilot.

Gen AI use case adoption by user group

Users adopting specific use case (%)

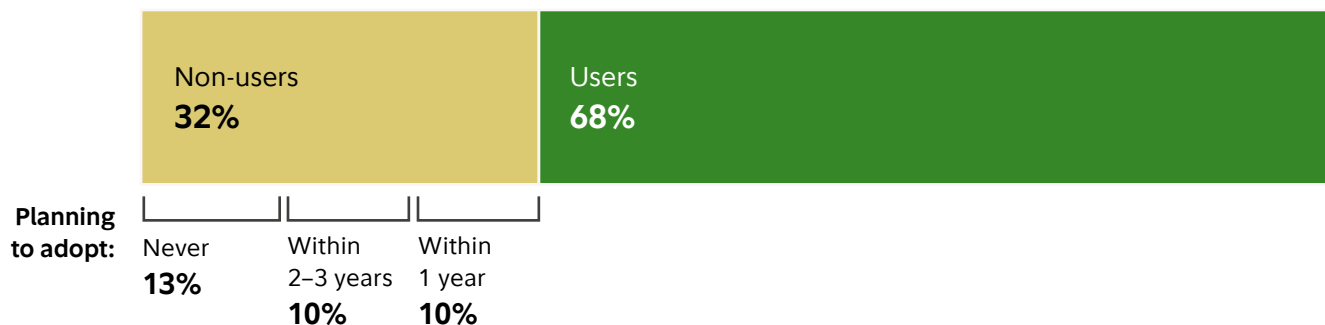


Full adoption on the horizon?

Against the flow of this early momentum, some wealth management leaders are holding out for better conditions before adopting Gen AI. Among the barriers holding them back:



Even so, most holdouts expect to become users soon. With just 13% of respondents indicating they haven't yet adopted Gen AI and don't plan to over the next one to three years, the data depicts an industry headed for full adoption, or close to it.



Full adoption may sound like the end of the journey to an AI-enabled wealth management industry, but it's only the first step. As this technology proliferates, consider how you can better scale and apply it to your business in a meaningful way. Getting this right requires getting access to the expertise you need and establishing robust governance, as well as working to ensure that your tech stack, data, and people are AI-ready. Fidelity is here to help and ready to embrace this opportunity. Are you?

Explore more insights on [AI in wealth management](#) and contact us for additional support.



Intended for investment professional use.

Endnotes

¹ Analysis by Fidelity. Source data: The 2025 Fidelity Advisor Insights Study and The 2024 Fidelity RIA Benchmarking Study.

Unless otherwise noted, all data is from **The 2025 Fidelity AI Pulse Survey**. This study was conducted during the period July 10, 2025, through August 11, 2025. It surveyed 730 wealth management industry professionals, including 189 advisors, 193 support and operations professionals, 137 RIA C-suite leaders (non-tech focus), 62 technology leaders/decision makers, 63 other leaders, 54 other affiliated roles, and 32 broker-dealer/home office professionals. The study explored utilization of generative artificial intelligence applications across various roles and functions within wealth management. Fidelity was identified as the sponsor and responses were collected via online survey by an independent firm not affiliated with Fidelity.

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