

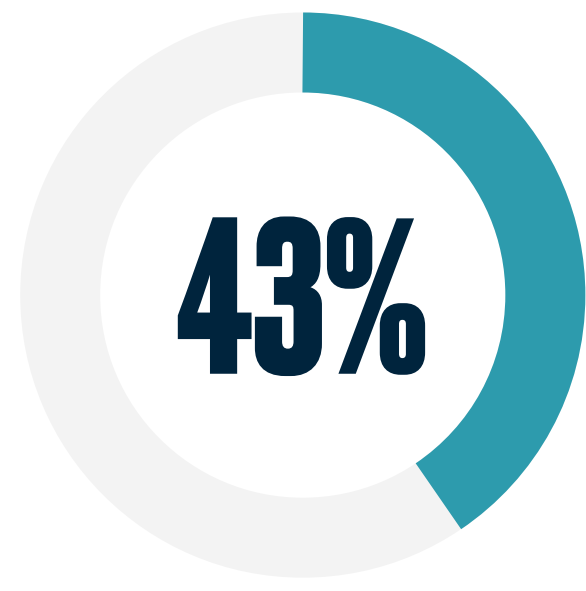
# WHAT'S TOP OF MIND

For The Nation's Largest Advisors?

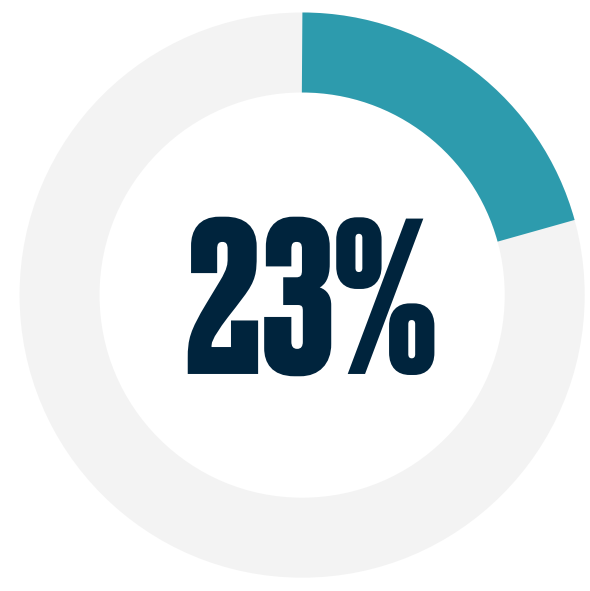
At the 2023 Elite Advisor Summit, we polled 90 of the industry's top advisors on the opportunities and challenges they face.

## Building scale presents the best growth opportunity

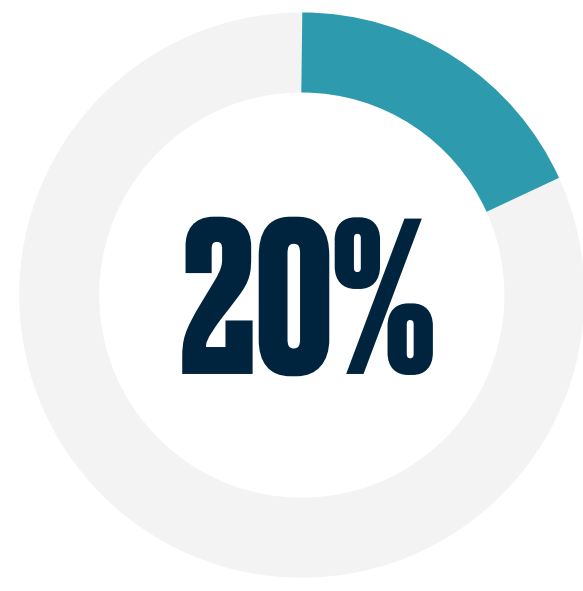
Which is the biggest opportunity for your business?



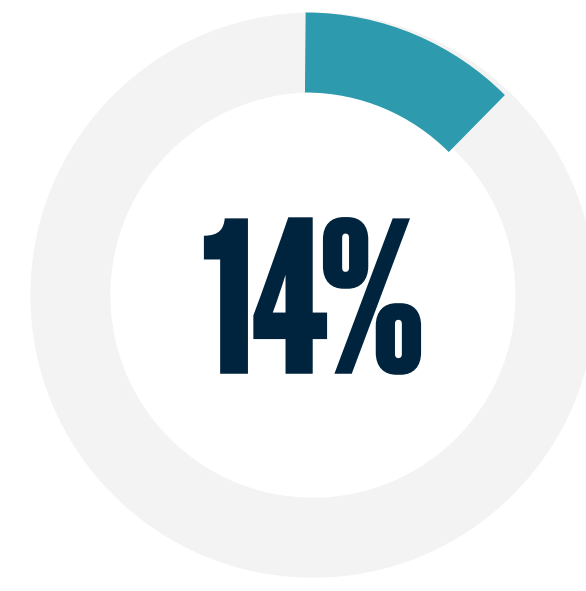
Scaling business for future growth



Hiring, developing and retaining talent



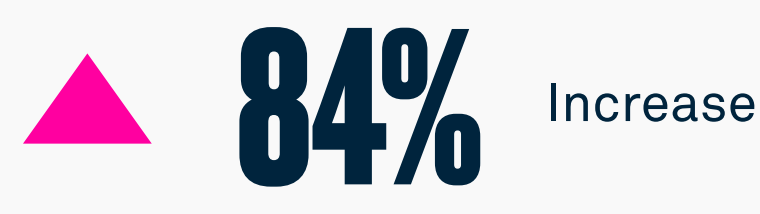
Service



Enhancing the Client Experience

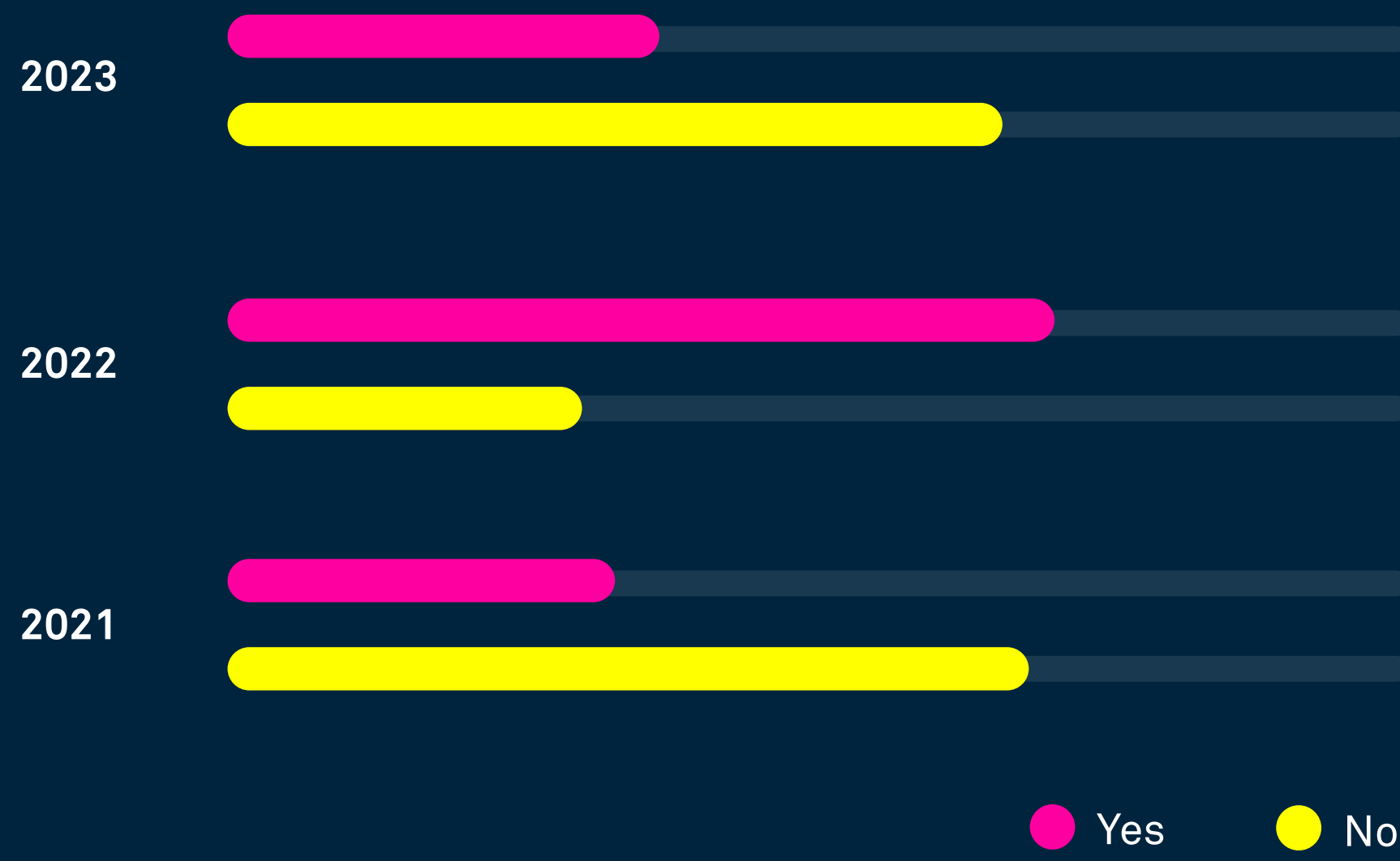
## Firms are investing for service and scale

Has your investment increased?

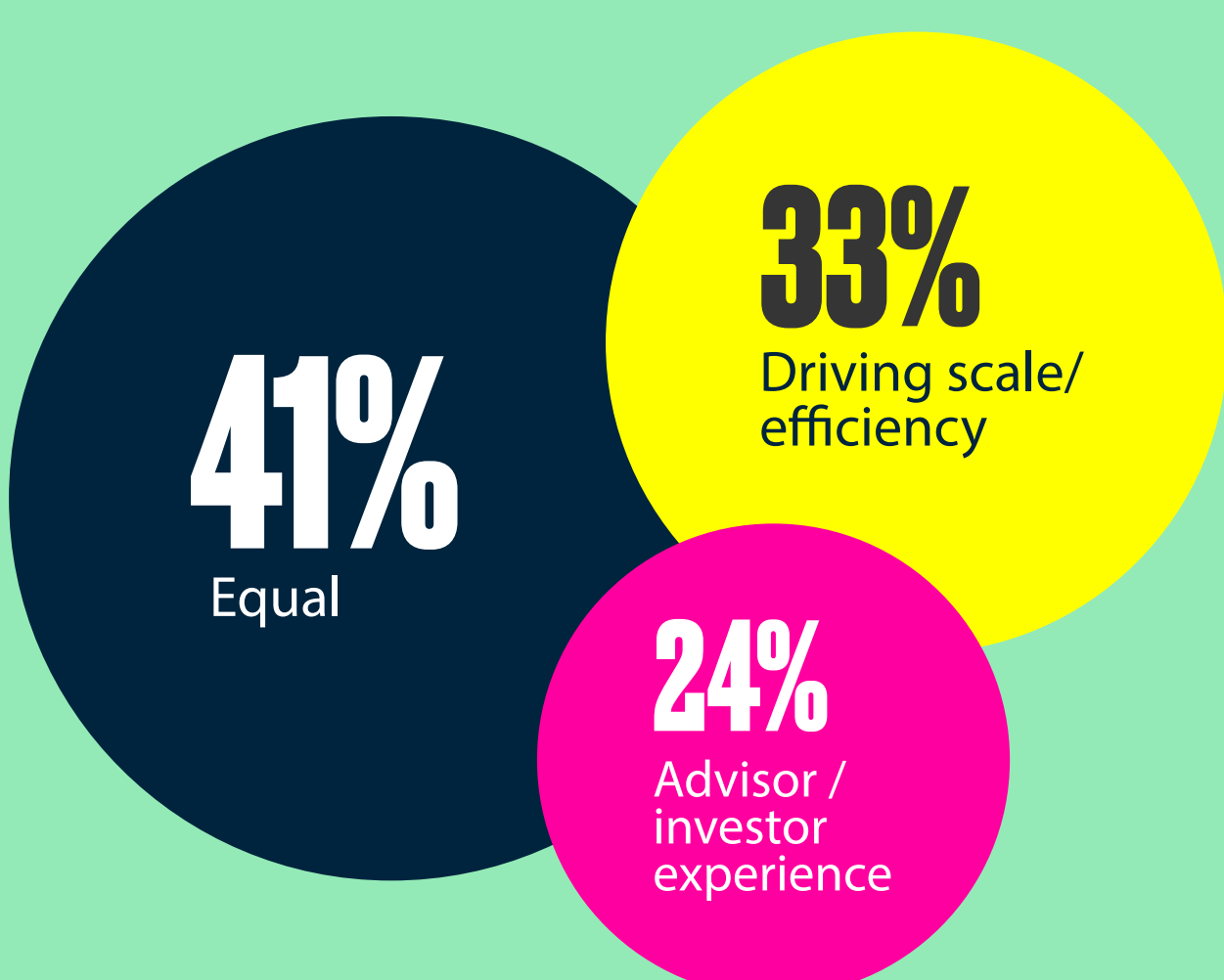


## The inorganic growth pendulum swings back

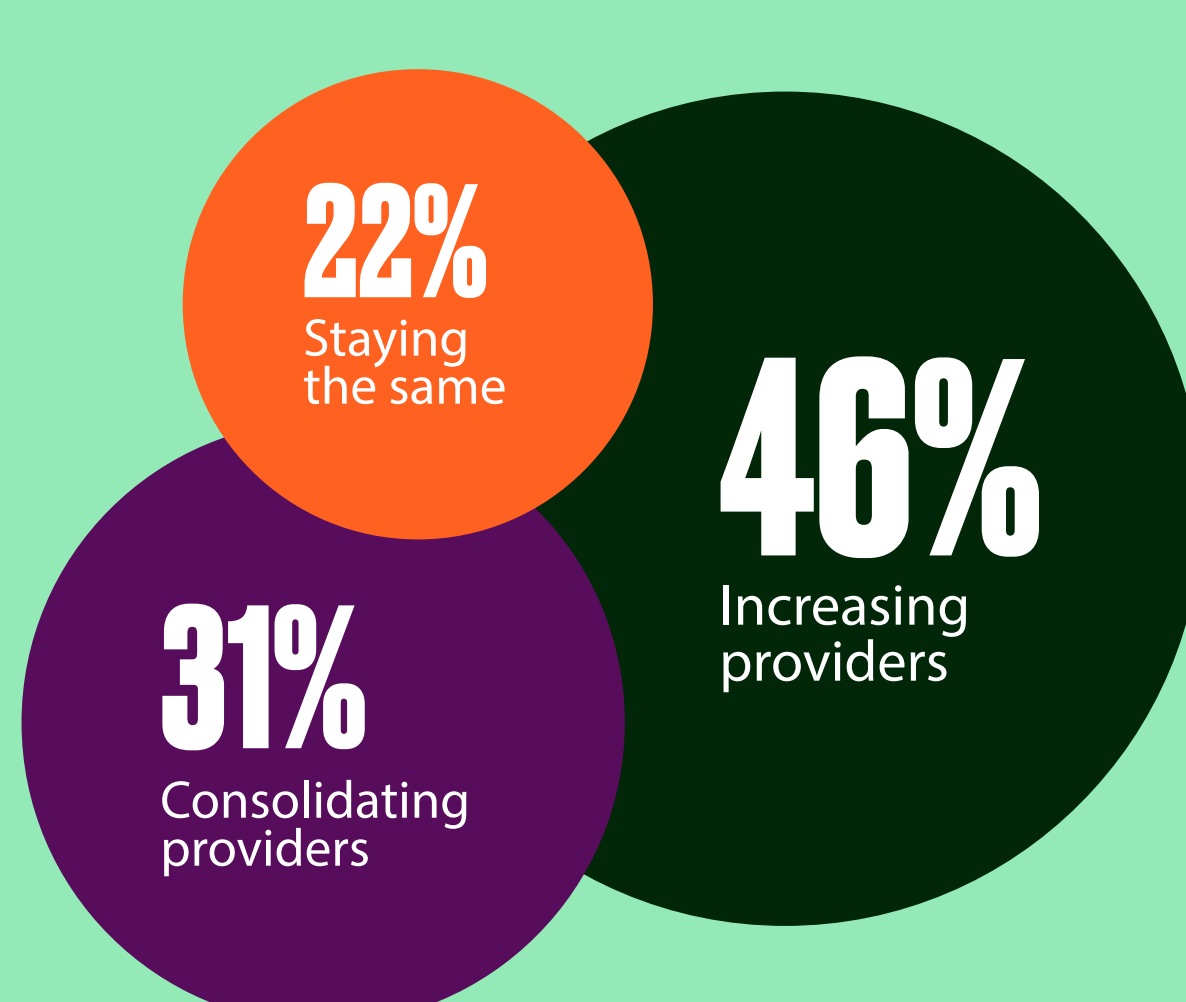
Do firms need an inorganic growth strategy to remain competitive?



## Where is most of your technology investment going?

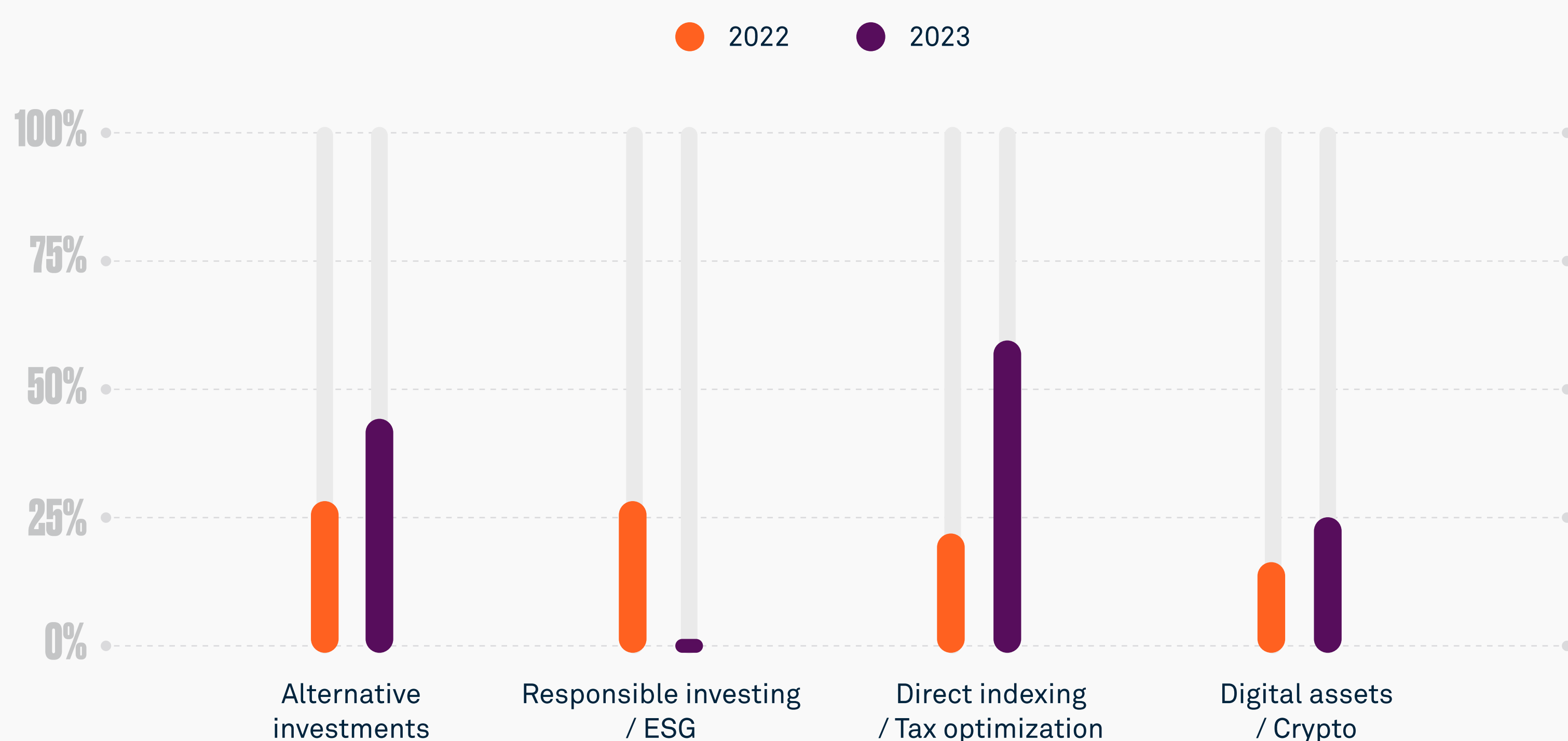


## What is your partnership strategy for achieving your business goals?



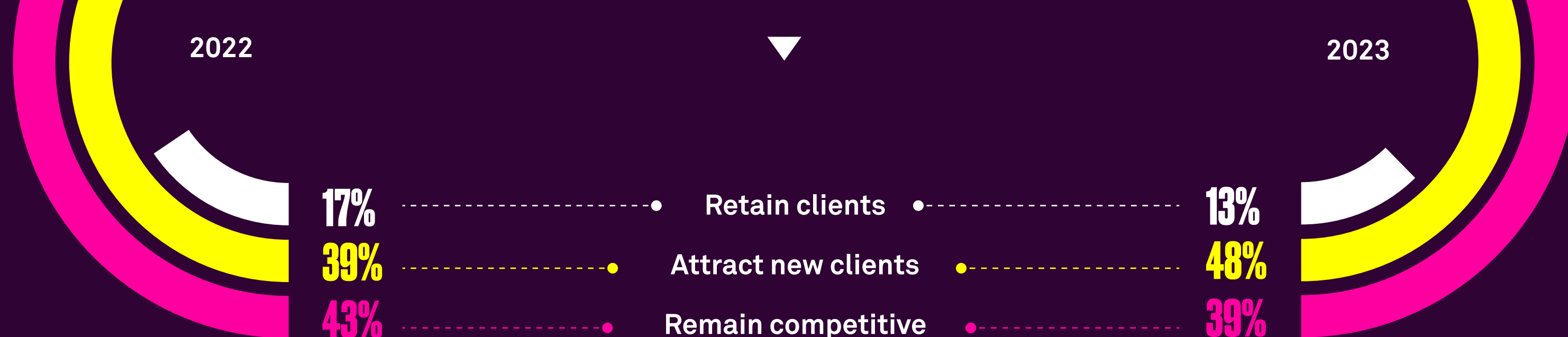
## Innovative investments shifts: Direct indexing leads the pack

What are the top capabilities being added to portfolios?



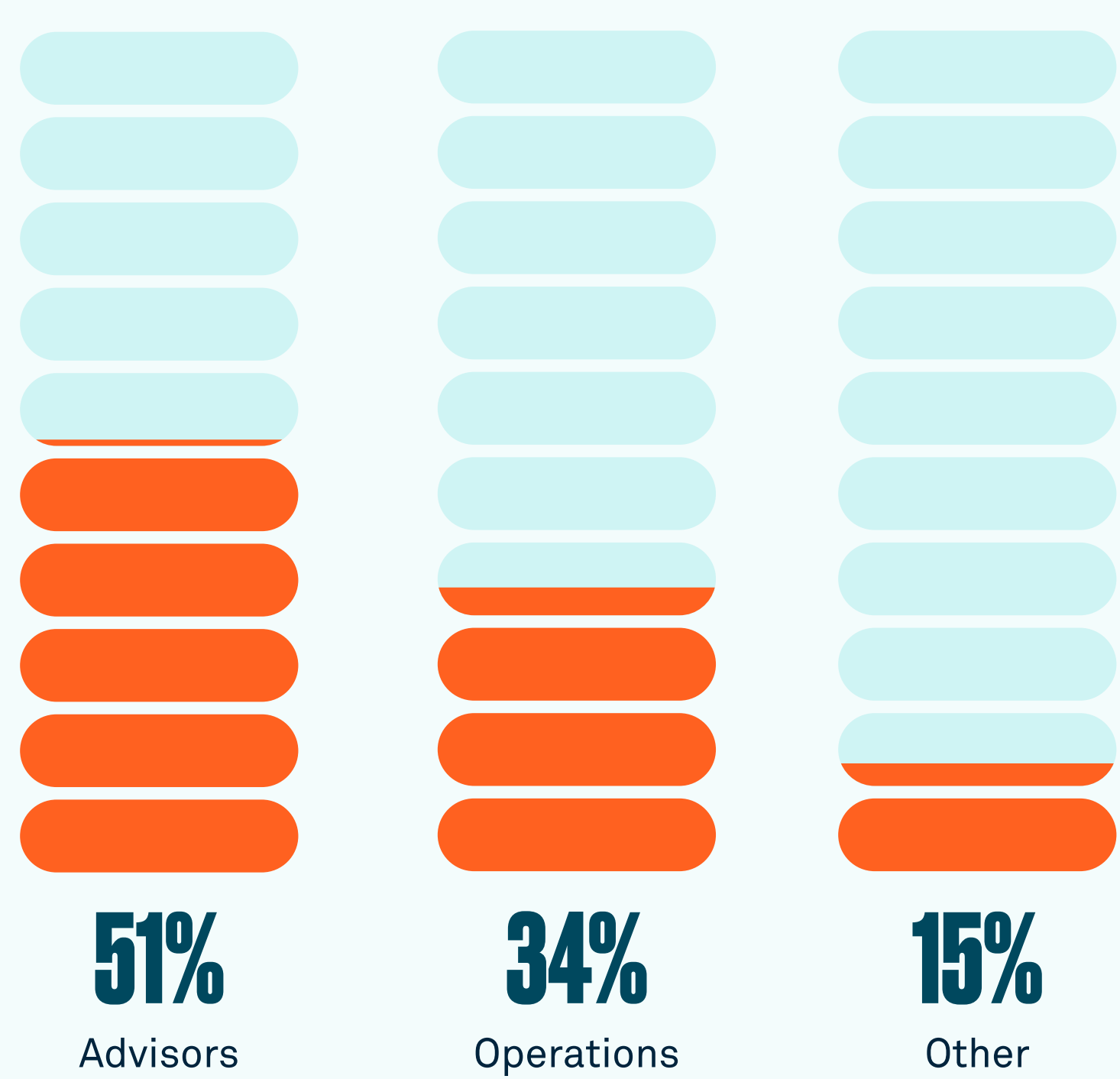
## New solutions aimed at attracting new clients

If you plan to expand solutions, what is the primary goal?



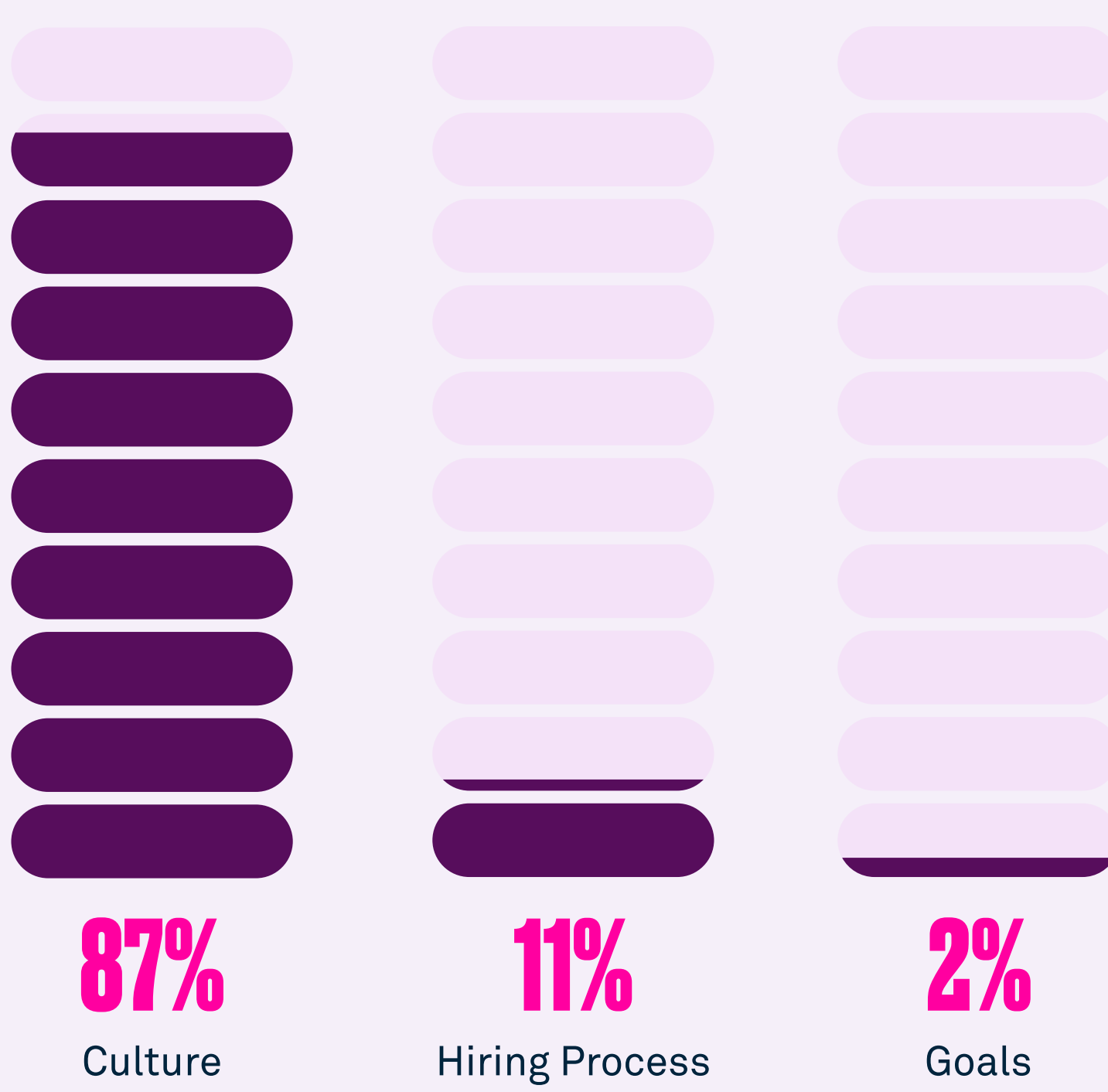
## Hiring trends: Next-gen advisors must be the focus

Where are you focusing your hiring efforts?



## Culture is critical

What's the most effective strategy to attract and retain diverse talent?



## ABOUT THE SURVEY

The Elite Advisor Survey was conducted before the 2023 Elite Advisor Summit, on March 2 and 3. The survey gauged the views of the industry's top advisors as they considered the challenges and opportunities this year and in the future. An average of 44 executives responded to the questions.

## ABOUT THE SUMMIT

The Elite Advisor Summit, hosted by BNY Mellon's Pershing, is a two-day, invitation-only event with some of the country's most preeminent wealth management executives. The event is designed to help advisory firms compete in today's fast-changing environment and facilitate meaningful conversations, ideation and networking.