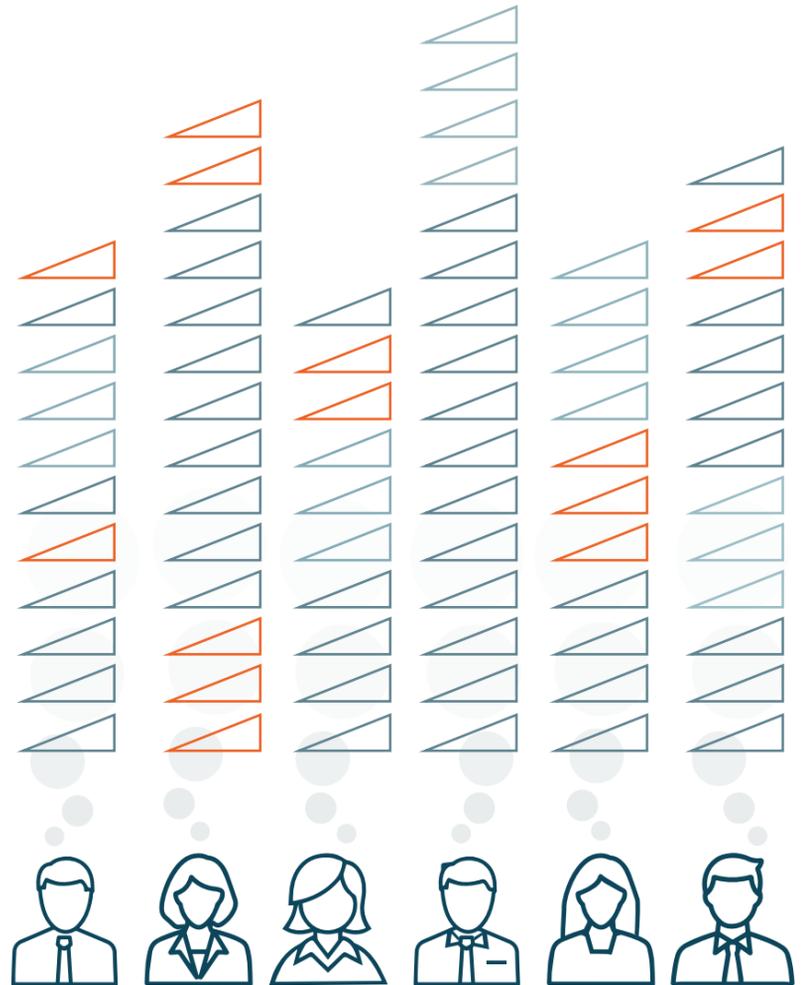


What's Top of Mind for the Nation's Largest Advisors?

2022 Elite Advisor Poll

The Elite Advisor Poll gauges the views of the industry's top advisors on the challenges and opportunities they face. This poll was conducted at the Elite Advisor Summit in March 2022. Average AUM represented by attendees is \$17B and 1 in 4 have earned coveted accolades in terms of being recognized as a top RIA by notable firms including the *Financial Times*, *Forbes* and *Barron's*.

Here are key findings straight from this assembly of 75 industry pacesetters.



Urgent Strategic Imperatives and the Battle for Talent

PEOPLE MATTERS DOMINATE

Q In one word, what differentiates your firm?



Culture



Collaboration



People/Talent

TALENT AND CLIENT ENGAGEMENT OUTWEIGH OTHER FACTORS

Q Which is the biggest strategic opportunity for your business?

30%
Hiring, developing and retaining talent

22%
Rethinking client experiences



22%
Scaling business for future growth

15%
Implementing leading technology

12%
Defining long-term development strategy

HOLDING ONTO TALENT IS VITAL



Q What is your #1 people focus?



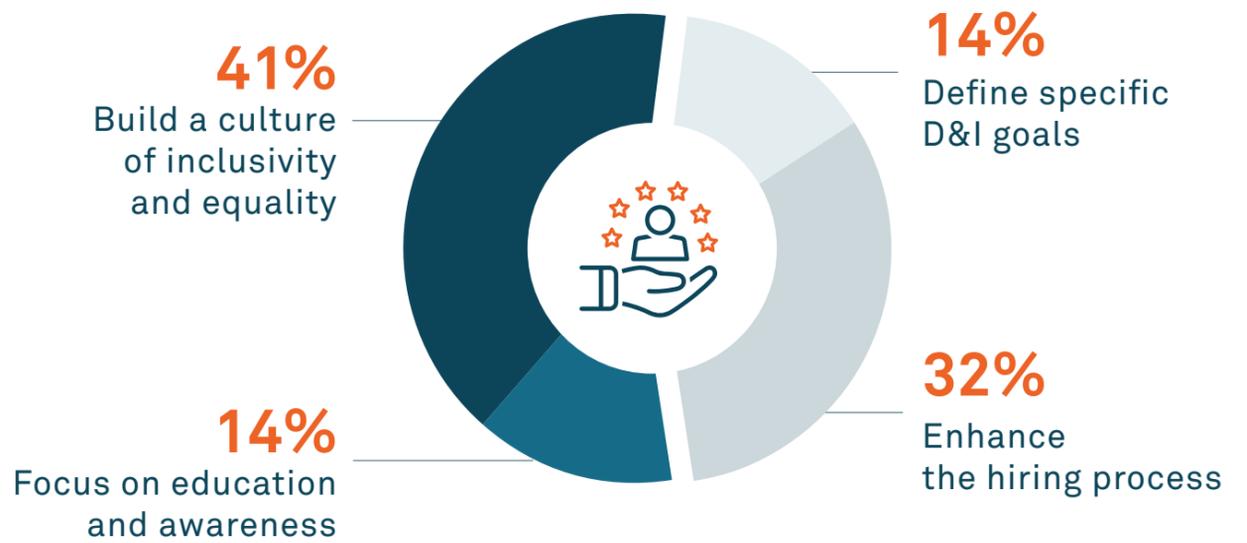
32%
BUILDING FIRM CULTURE

23%
RECRUITING

6%
INVESTING IN NEW ROLES

INCLUSION STARTS AT HOME

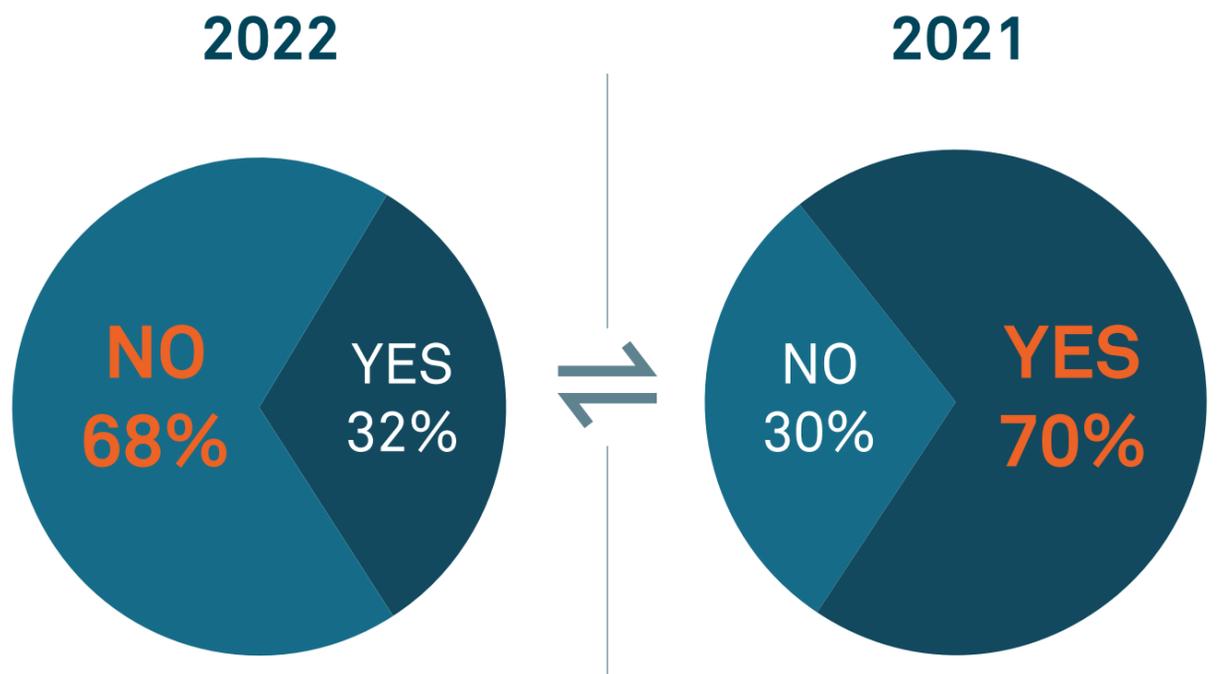
Q What is the most critical step you've taken to attract and retain diverse talent?



Revealing the “How” of Top Advisor Business Growth

A TOTAL REVERSAL FOR INORGANIC GROWTH

Q Do firms need to execute an inorganic growth strategy to remain competitive?



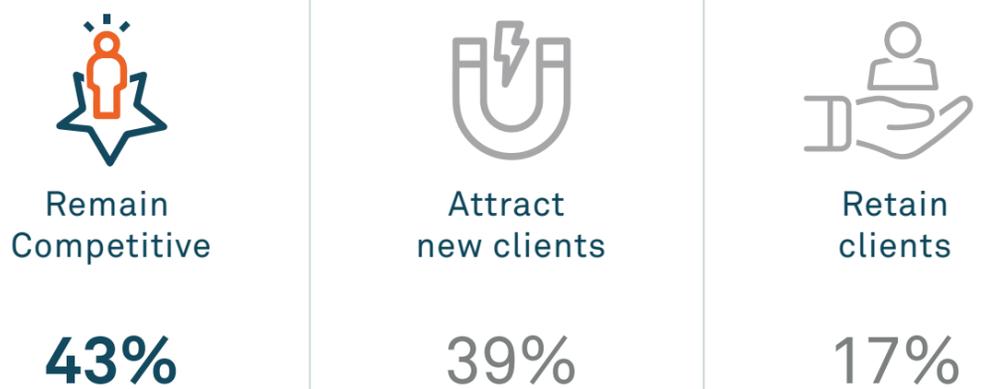
**SHARP FOCUS ON
ULTRA-HIGH-NET-WORTH CLIENTS**

Q Do you currently offer clients family office-type solutions?



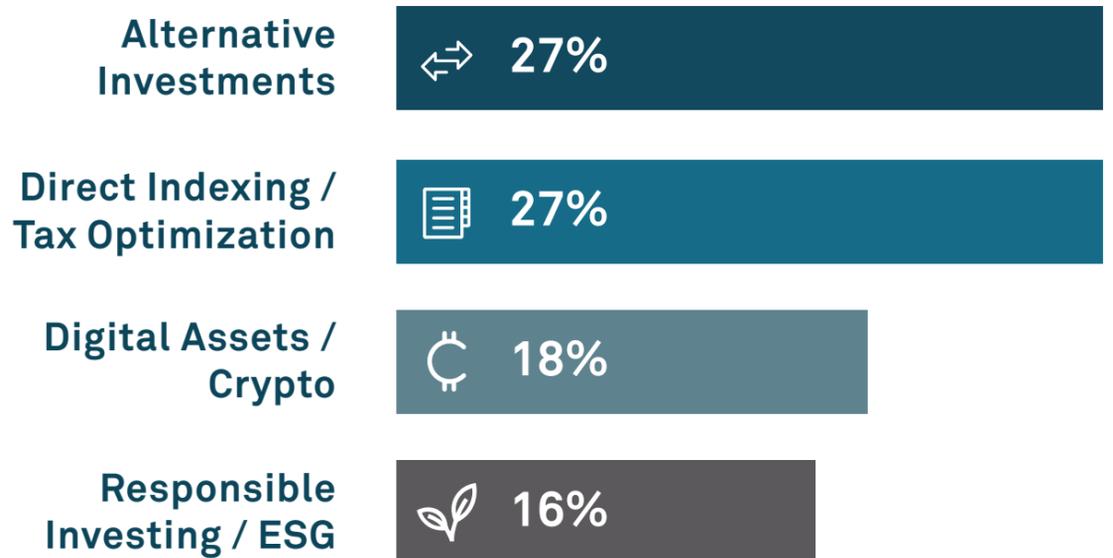
**NEW SOLUTIONS AIMED AT
MAINTAINING AN EDGE**

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



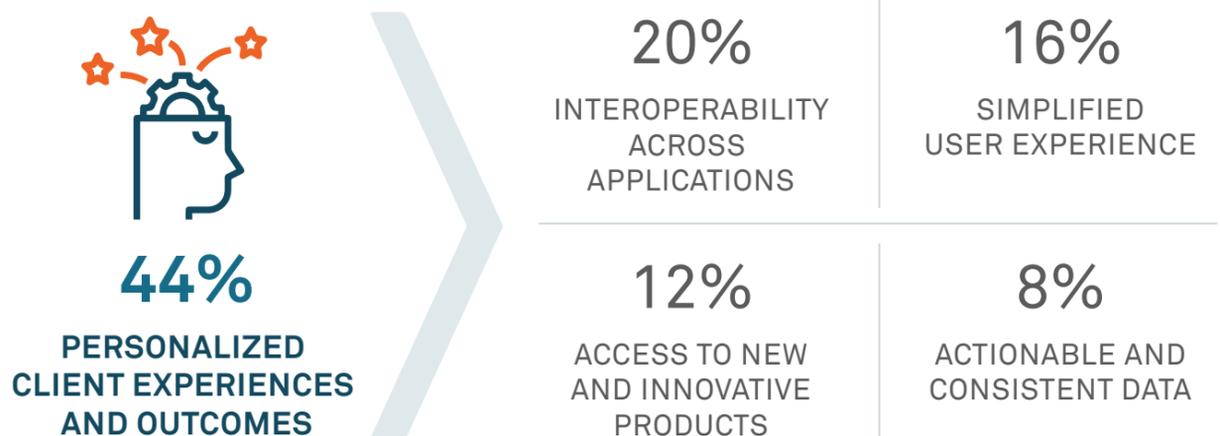
**INNOVATIVE INVESTMENTS
DOMINATE**

Q Select the top capabilities you foresee adding to your portfolios



**IT'S ALL ABOUT ENGAGING
THE CLIENT**

Q What is the top thing you'd like to improve for advisors?



About the Elite Advisor Poll

The Elite Advisor Poll was conducted during the 2022 Elite Advisor Summit, on March 8 and 9. The real-time poll 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 38 executives responded to the questions.

About the Elite Advisor 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 RIA executives. The event is designed to help advisory firms compete in today's fast-changing environment and facilitate meaningful conversations, ideation and networking. This year's Summit hosted 75 C-suite executives from the nation's largest RIA firms, representing an average AUM of \$17 billion and a total assets under management of nearly \$1 trillion.

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