2026 ADVISORS' REPORT CARD

Average advisor ratings for each channel's support offerings

	PERFORMANCE				IMPORTANCE			
	Brokerages	Dealers	Retail banks	Collective average	Brokerages	Dealers	Retail banks	Collective average
Number of advisors surveyed per channel	663	507	297		663	507	297	
Advisor pay[1]								
Compensation structure	8.9	8.8	8.2	8.6	9.3	9.2	9.5	9.3
Bonus structure	8.3	N/A	8.2	8.3	8.6	N/A	9.3	9.0
Technology suite								
Client onboarding tools	8.0	8.1	8.1	8.1	9.2	9.0	9.2	9.2
Client relationship tools	8.0	8.0	8.0	8.0	8.8	8.7	9.3	9.0
Client account statements & portals	7.9	7.8	7.9	7.9	8.5	8.8	9.2	8.8
Systems for fee-based advisors	8.6	8.5	N/A	8.6	9.2	9.0	N/A	9.1
General technology training & internal IT support	8.3	7.9	7.9	8.0	8.8	8.8	9.0	8.9
Support for remote system access & transactions	9.3	9.2	N/A	9.2	9.0	9.1	N/A	9.1
Advisor's experience with back-office tools & services	7.9	7.9	↓ 7.6	7.8	9.2	9.2	9.2	9.2
Business & skills development								
Business development & marketing support	8.1	7.5	8.0	7.9	8.3	8.0	8.6	8.3
Social media training, content & rules	7.7	7.3	↓ 7.5	7.5	7.5	7.1	7.3	7.3
Advisor education & development	8.4	8.1	8.6	8.4	8.2	8.3	9.2	8.6
Branch manager	8.8	8.7	9.0	8.8	9.0	8.8	9.5	9.1
Succession planning support for advisors	8.4	7.8	N/A	8.1	8.8	8.6	N/A	8.7
Wealth management tools								
Products & support for high-net-worth clients	8.6	7.7	8.5	8.3	9.2	8.6	9.4	9.1
Financial planning support & technology	8.8	8.2	9.1	8.7	9.4	8.7	9.6	9.2
Support for tax planning, wills & estates	8.4	N/C	↓ 7.7	8.0	9.0	8.4	9.0	8.8
Support for insurance planning	8.7	8.3	N/A	8.5	8.5	8.4	N/A	8.5
Products[1,2]								
Quality of product shelf	9.3	9.1	8.4	8.9	9.3	9.4	9.5	9.4
Freedom to make product choices[3]	9.7	9.4	N/A	9.5	9.8	9.7	N/A	9.8
Firm or bank culture								
Leadership team	8.9	8.6	8.7	8.7	9.1	9.0	8.9	9.0
Strategic focus	8.8	8.4	8.7	8.6	8.9	8.7	8.9	8.8
Effectiveness in keeping advisors informed	8.8	8.5	8.7	8.7	8.8	8.9	9.1	8.9
Receptiveness to advisor feedback	8.6	8.2	8.2	8.4	9.1	9.1	9.2	9.2
Diversity, equity & inclusion practices	8.9	9.1	9.4	9.1	7.5	↓ 7.3	↓ 8.3	↓ 7.7
Compliance relationship & support	8.8	8.8	8.3	8.6	9.0	9.2	9.1	9.1

All ratings are based on a scale of zero to 10.

The Advisors' Report Card uses data from each of the Brokerage, Dealers' and Bank Report Cards. Data was collected between Jan. 5 and June 19. It was published between June and October.

The performance ratings represent how advisors rated their firms in each Report Card, resulting in these average performance ratings and the 2026 collective average. The importance ratings take into account how important advisors said the categories were to their businesses, resulting in the collective importance averages.

N/A means the category is not applicable to that industry channel; N/C means results in the category were not calcuable due to insufficient data for that channel.

Numbers in GREEN indicate a rating has increased by at least half a point from last year. Numbers in RED indicate a rating has decreased by at least half a point from last year.

1 The advisor pay and product categories do not focus on advisors' earnings growth or sales activity, or on firms' revenues. For pay, the focus is on compensation clarity; for products, the focus is on the quality and variety of shelves across the industry.

2 Retail bank advisors rate the quality of their specific, proprietary shelf. They can only sell their bank's products and not any third-party product, unlike in the other two channels.

3 This category is no longer included in the Report Card on Banks. These retail bank advisors instead rate their ability to make suitable product choices.

The Report Card series isn't an awards program or contest, and it isn't a ranking exercise. The program doesn't base inclusion or results on firms' or channels' sales activity, revenue or assets. The editorial, opinion-based market research explores industry themes based on voluntary phone interviews with advisors.

Source: *Investment Executive* research