

GLOBAL RESEARCH REPORT 2025

# Impact of AI on Financial Planning



# About FPSB

- Financial Planning Standards Board Ltd. (FPSB) is the nonprofit standards-setting body for the global financial planning profession and owner of the CERTIFIED FINANCIAL PLANNER certification program outside the United States.
- FPSB manages, develops and operates certification, education and related programs to benefit the global community by establishing, upholding and promoting worldwide professional standards in financial planning.
- FPSB and its global network of organizations certify CFP professionals in 28 territories. There are over 230,000 CFP professionals worldwide.

# About the research

- This global survey was undertaken by FPSB and its global network of organizations to explore the current use and impact of AI in financial planning.
- The research aligns with an initiative by International Organization of Securities Commissions (IOSCO) to evaluate the use and role of AI in the global financial services industry
- The research was conducted via an online survey of 6,206 financial planners between November - December 2024.
- The respondents included CFP professionals and other financial planners from 24 territories: Australia, Austria, Brazil, Canada, China, Chinese Taipei, France, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Malaysia, the Netherlands, New Zealand, Republic of Korea, Singapore, South Africa, Switzerland, Thailand, United Kingdom and United States.

# Key insights

**A global study of over 6,200 financial planners found that nearly 2 in 3 report their firm is using AI (64%).**

More than three quarters of financial planners (78%) believe AI will help them to better serve their clients, while 60% believe it will enhance the quality of financial advice.

Most financial planners say AI will reduce the cost of financial planning services (59%) and believe it will increase access to financial planning for underserved populations (60%).

Reflecting on the impact of AI on the financial planning process, financial planners saw the greatest potential for AI to help with gathering client information, analyzing data, and creating and presenting client recommendations.

Financial planners reported their greatest concerns with AI are data privacy and cybersecurity (47%), as well as accuracy and reliability of AI outputs (42%).

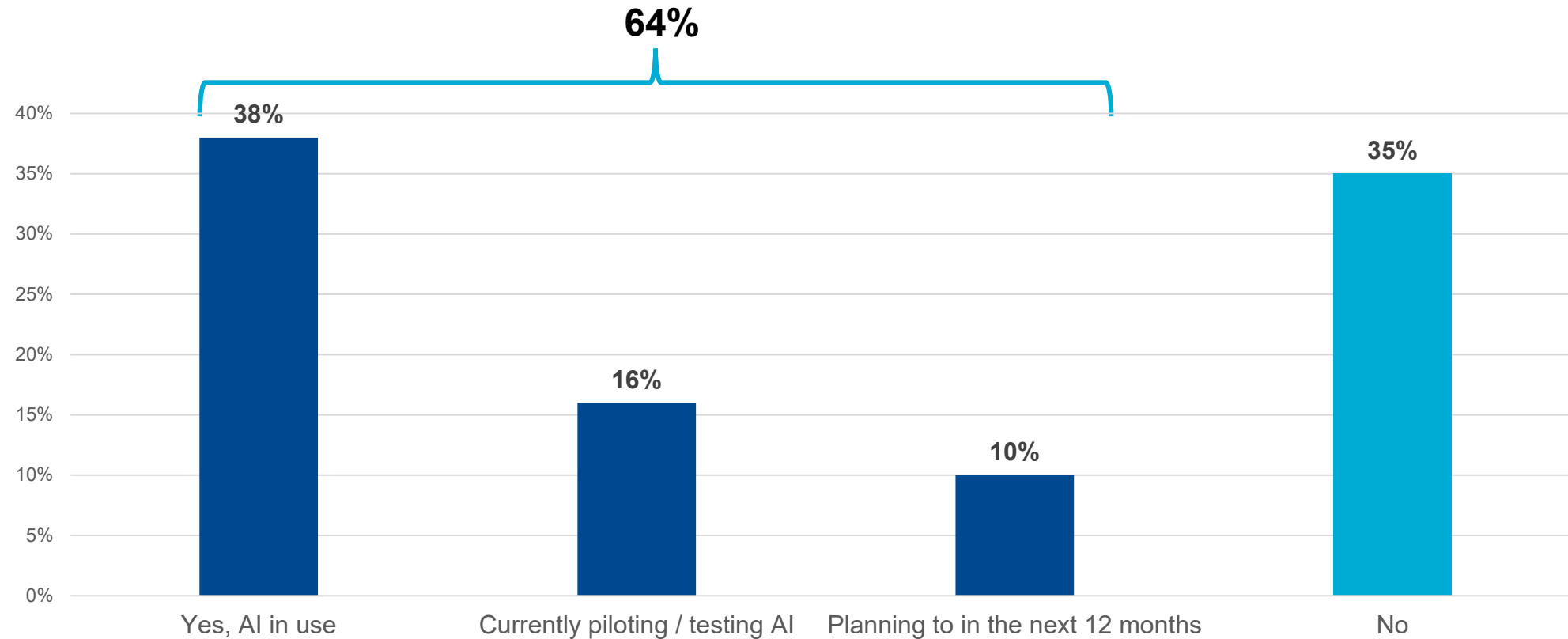
To better adapt to and utilize AI, financial planners say they would benefit from professional development opportunities to improve their data analysis and interpretation skills (49%). More than 1 in 3 (36%) believe the public and financial planning profession will greatly benefit from education and training on AI generally.

## Financial planners who used AI reported:

- **The most common use of AI** is within client communications (41%), client data collection (33%) and client risk profiling (30%)
- **1 in 3 use AI in their marketing and promotions** (35%) and client onboarding process (34%)
- AI is being deployed to **optimize operational productivity and workflow** (33%)
- **Third-party vendor** solutions are the most popular choice for AI adoption (38%)
- The desire to implement AI is primarily driven by an **internal business need** (61%), rather than demand from industry or clients

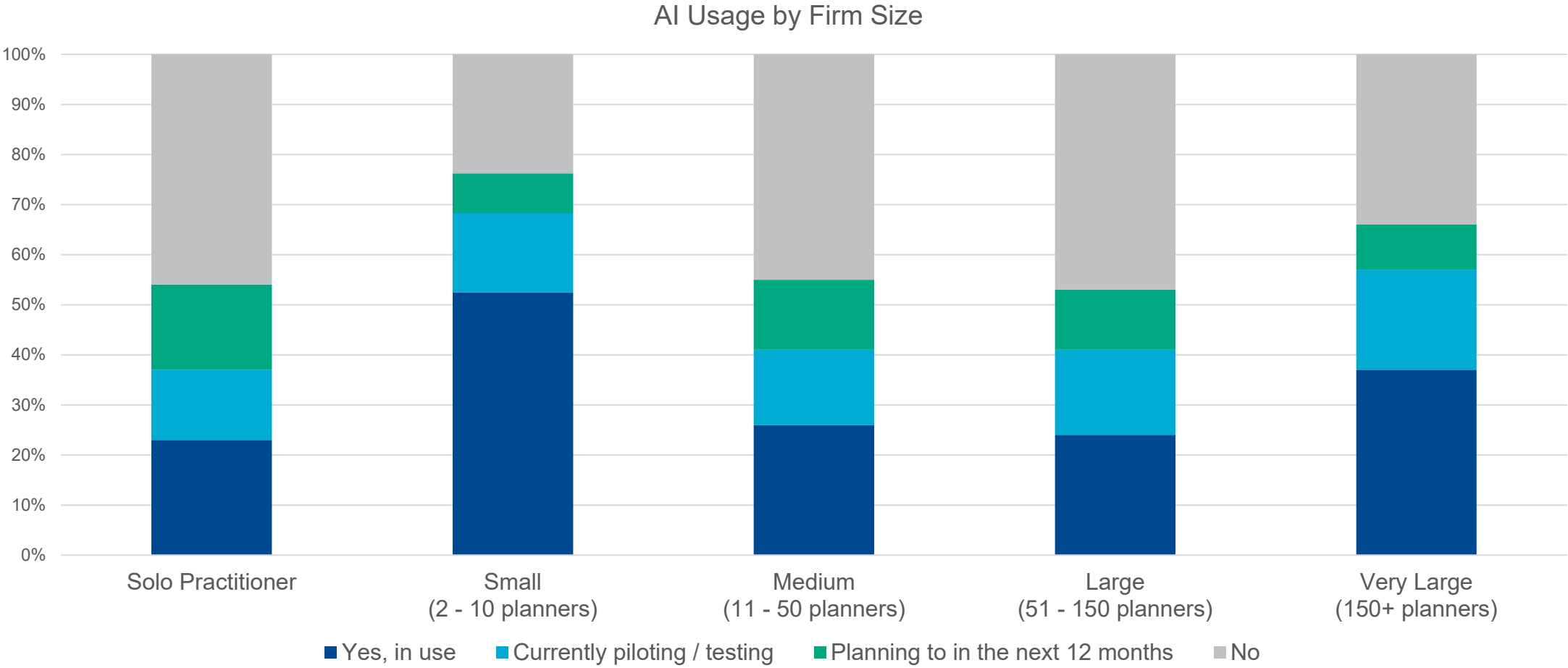
# AI adoption and use in financial planning

## Across the world, nearly 2 in 3 financial planners report their firm is using AI or planning to use it in next 12 months (64%)



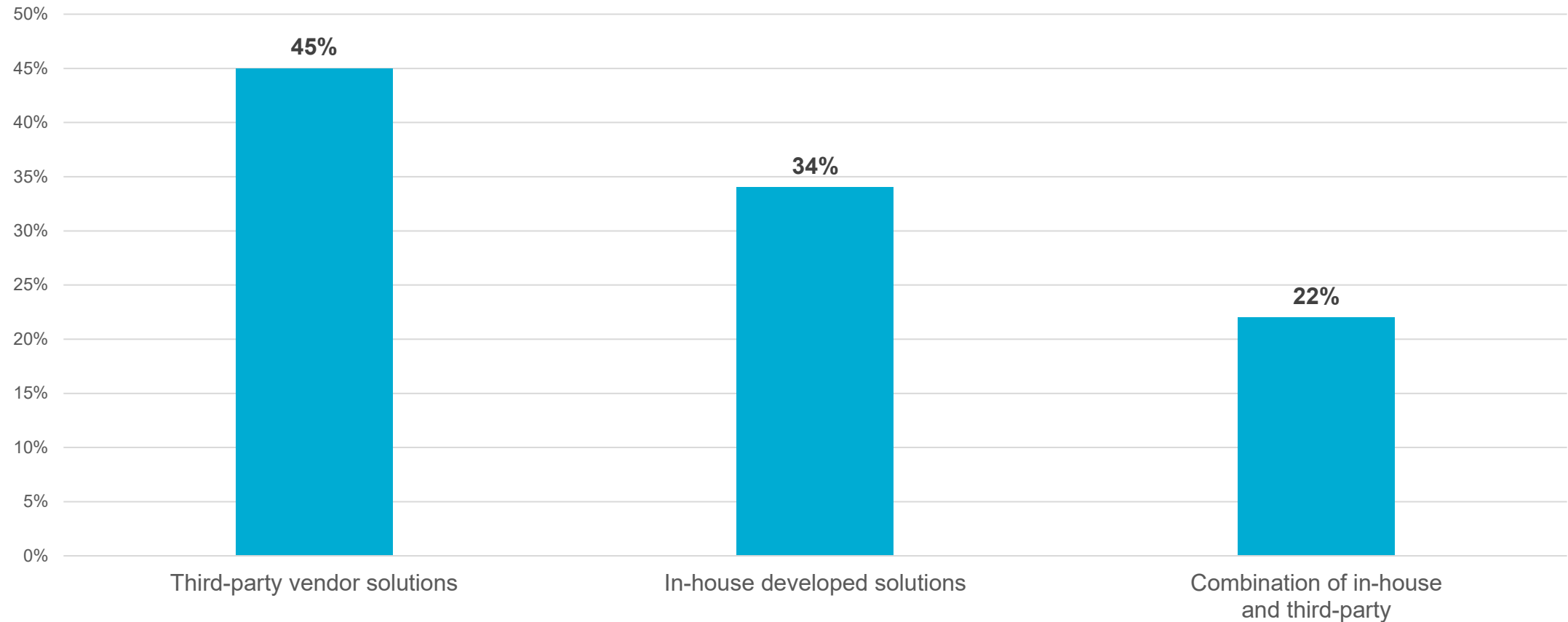
Q: Has your firm adopted AI technology?  
n = 5,646 respondents. Percentages may not total to 100 due to rounding.

# Financial planners who work in either small or very large firms were more likely to use AI



Q: Has your firm adopted AI technology?  
n = 5,510; N/A responses not included

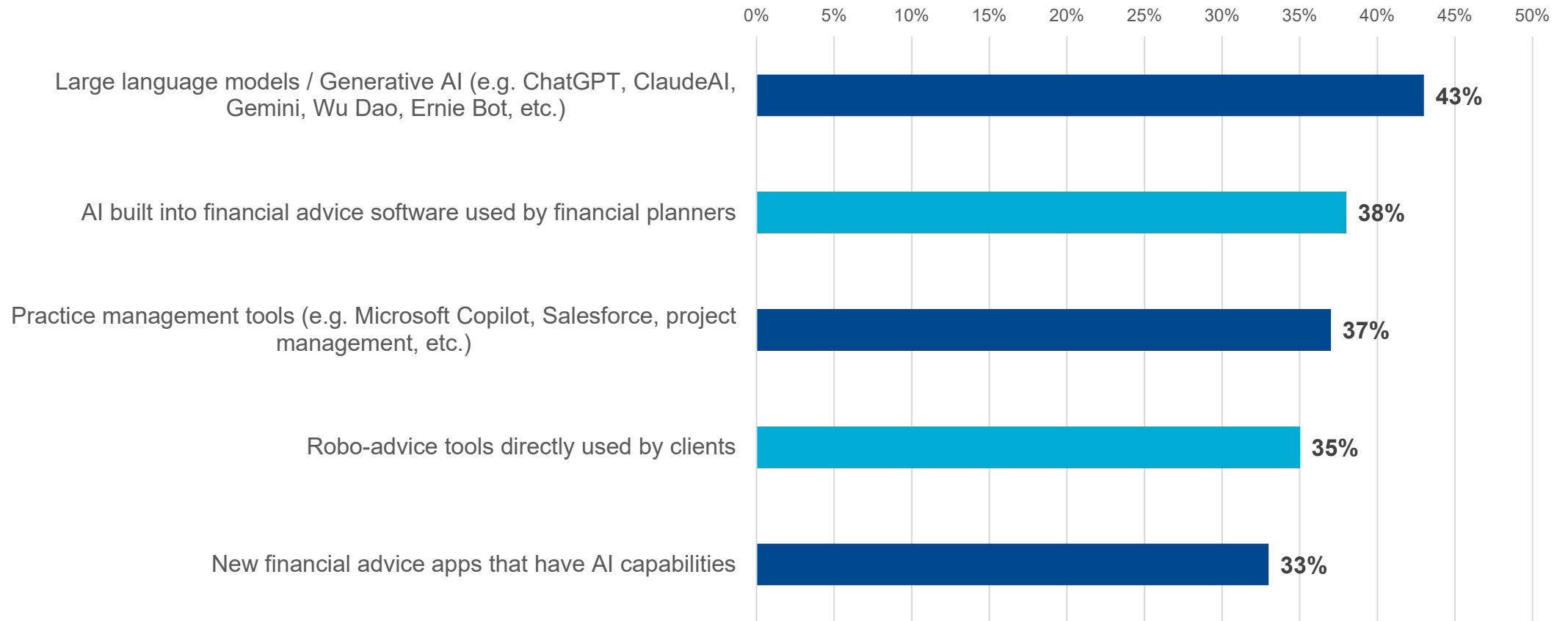
# AI solutions from third-party vendors are the most used in financial planning



Q: How are you deploying AI in your firm?

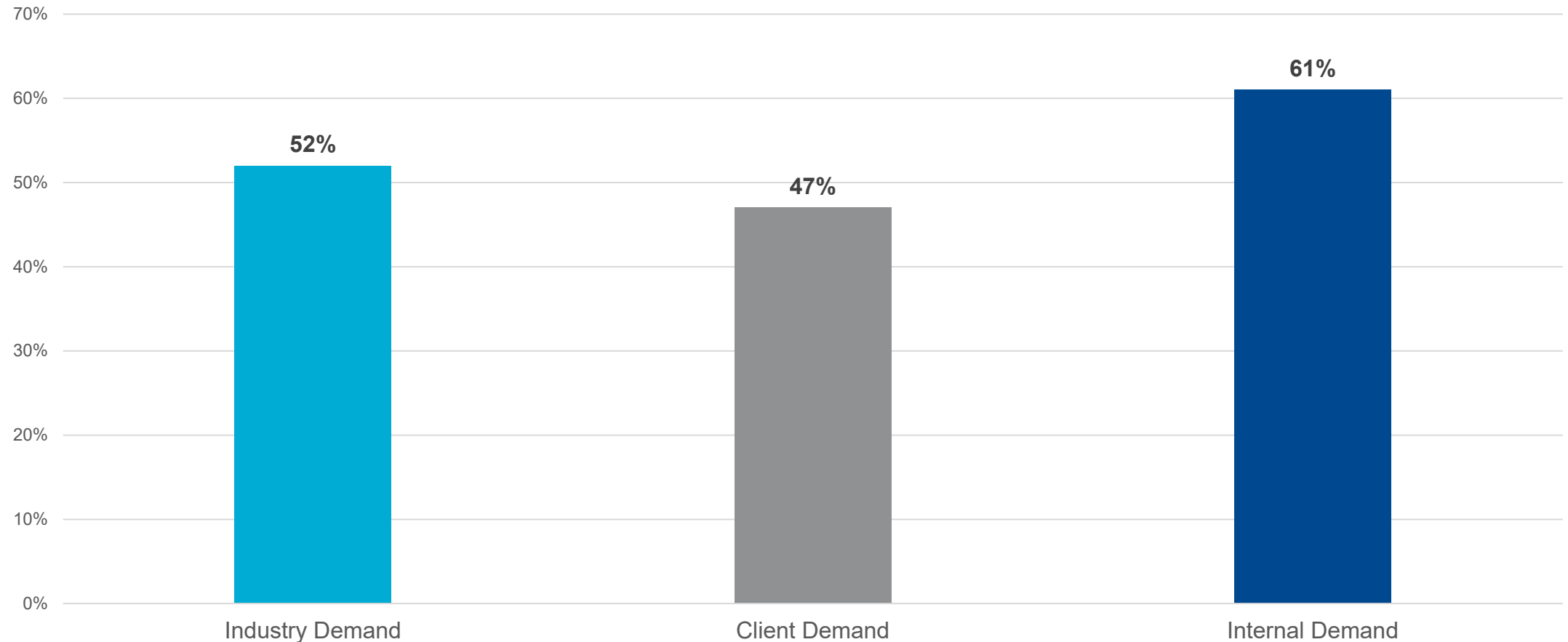
n = 2,357 respondents. Excludes those not using AI and who answered I don't know. Percentages may not total to 100 due to rounding.

# The research showed that a wide array of AI models are being used



Q: What type of AI models are you primarily using? (Select all that apply)  
n = 2,547 respondents; excludes those not using AI, unsure, and that selected Other.

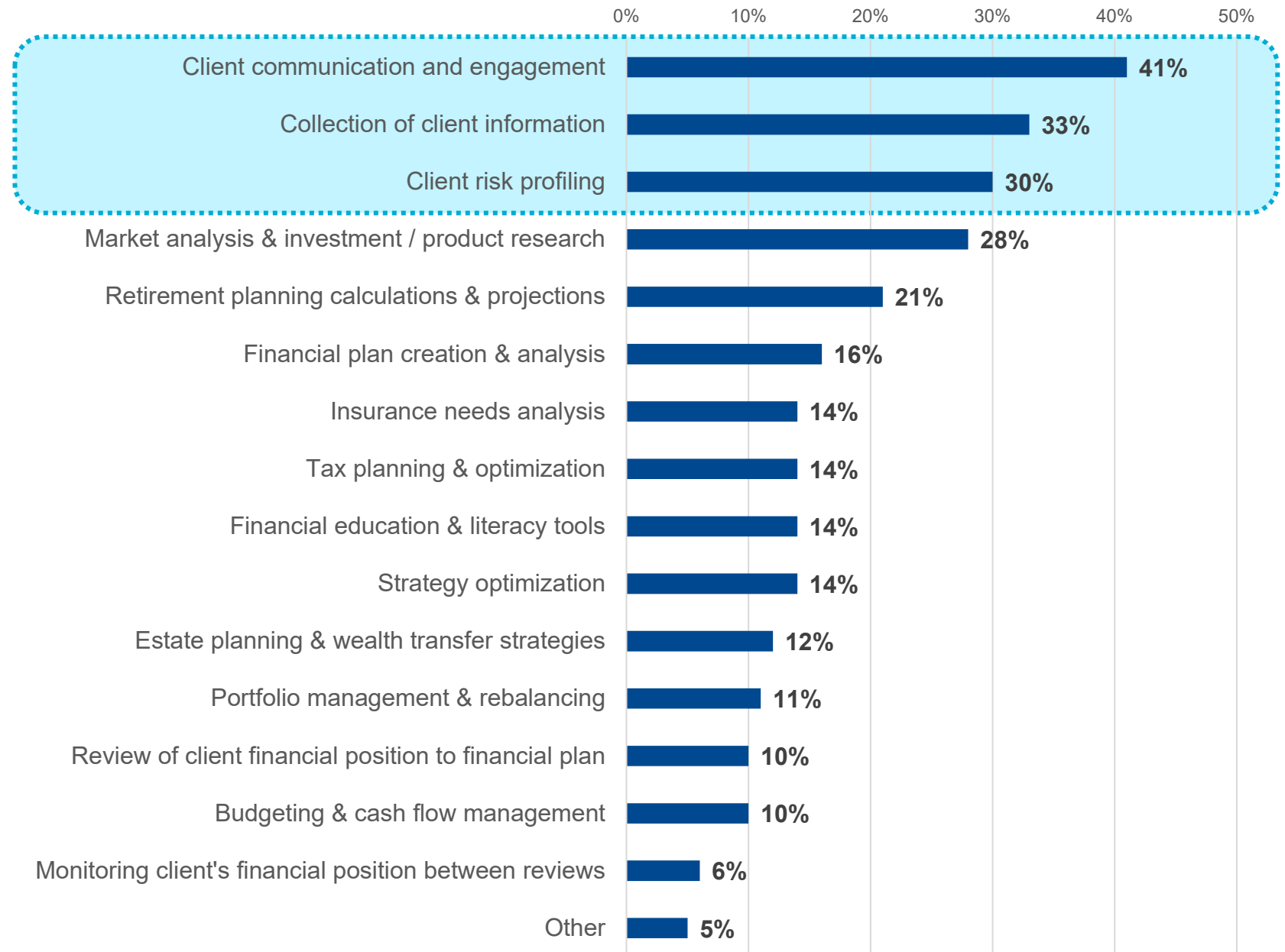
# Internal demand is the most common driver for implementing AI



Q: Was the decision to implement AI in your firm primarily due to industry, client or internal needs? (Select all that apply)  
n = 2,800 respondents

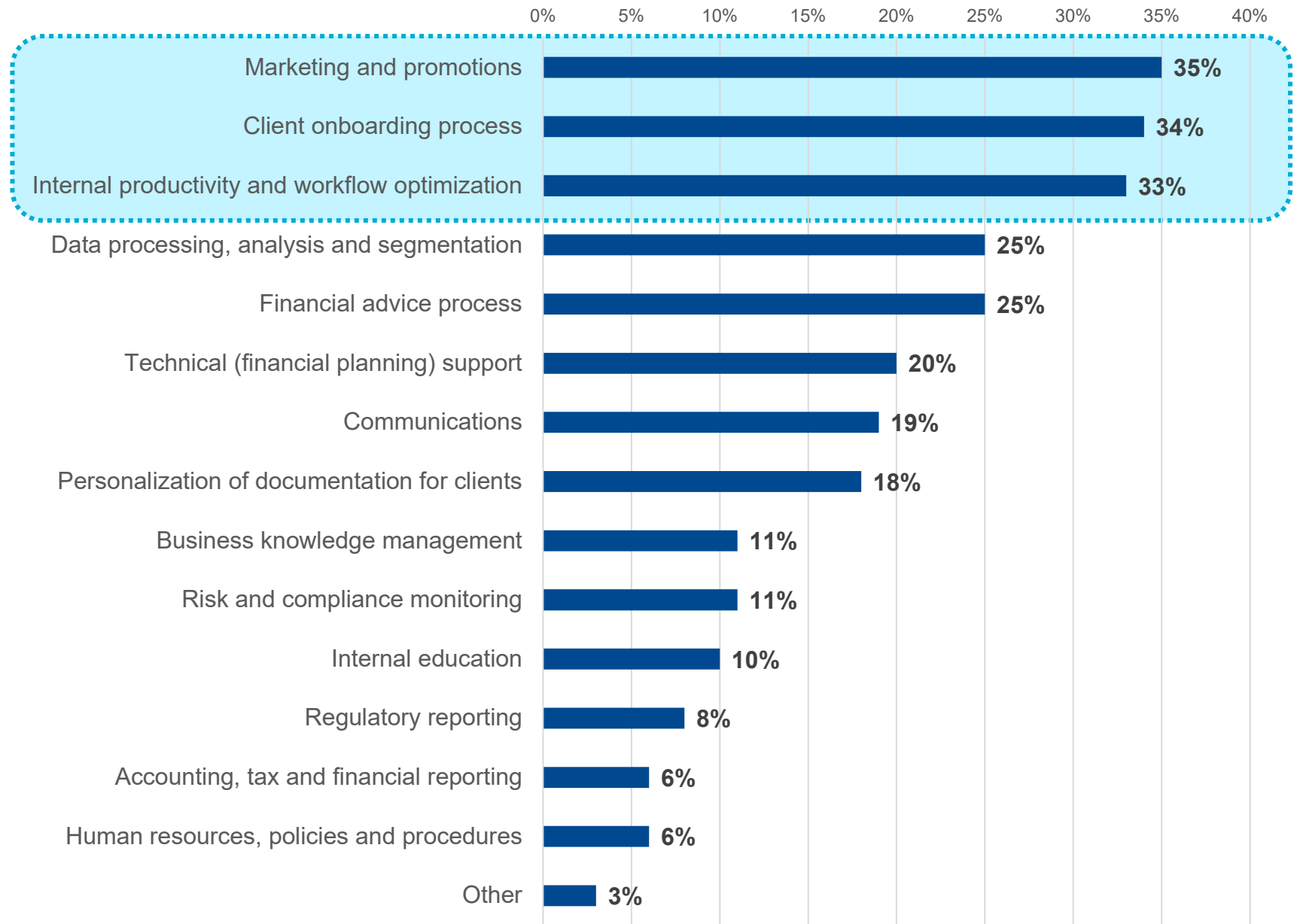
# Top three most common uses of AI by financial planners:

- Client communications
- Data collection
- Risk profiling



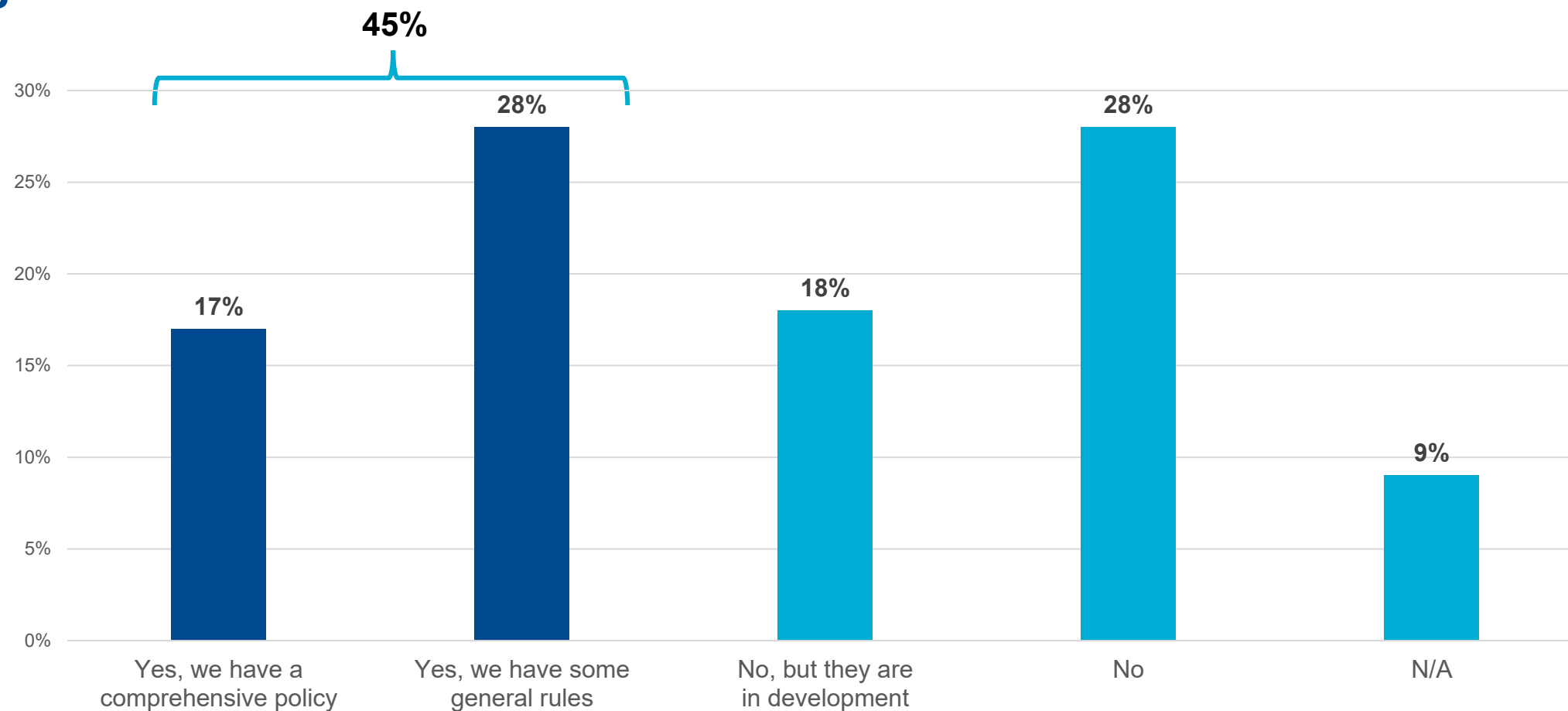
# Top three ways AI is being used to support business operations:

- Marketing
- Client onboarding
- Productivity & workflow



Q: In which areas are you currently using AI to support business operations? (Select all that apply)  
n = 2,795 respondents

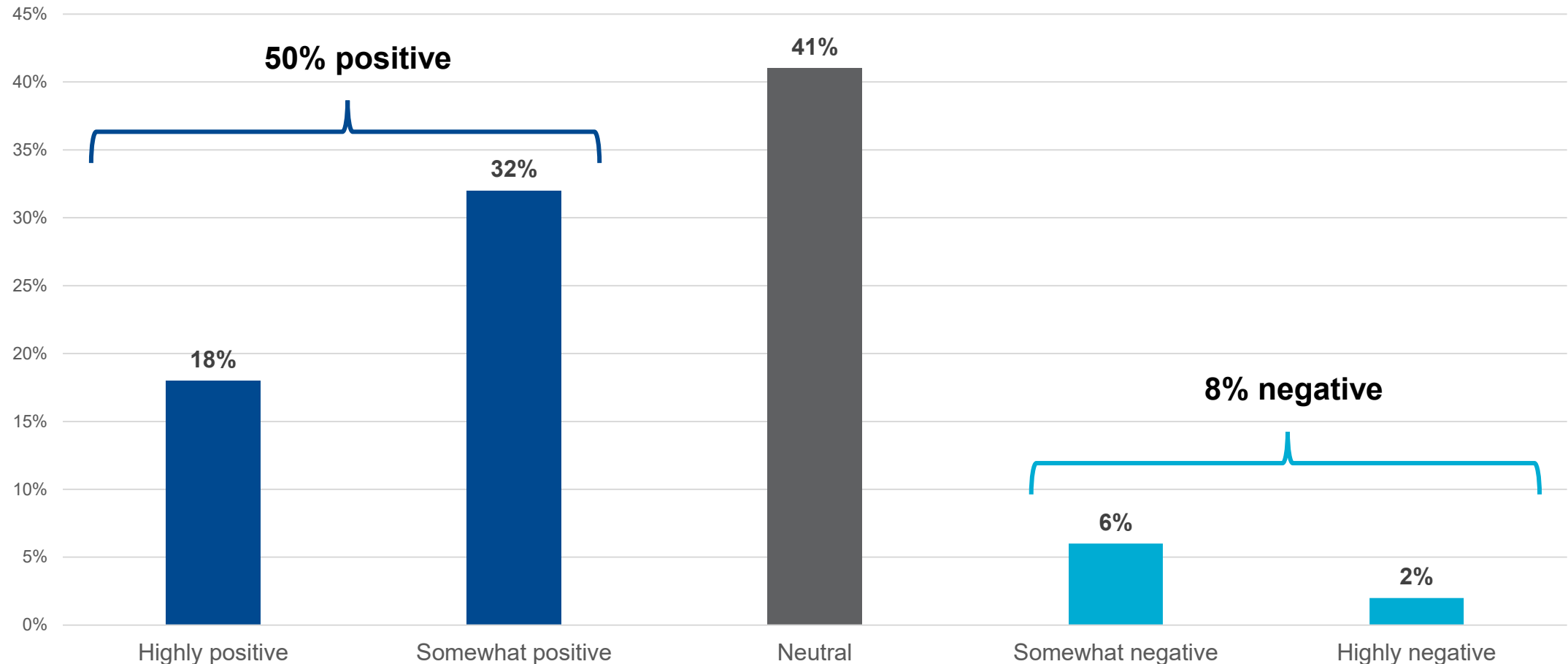
## 45% of financial planners said their firm has an AI policy or provides guidance



Q: Does your firm have policies or guidance on the use of AI? (select one)  
n = 5,276 respondents. Percentages may not total to 100 due to rounding.

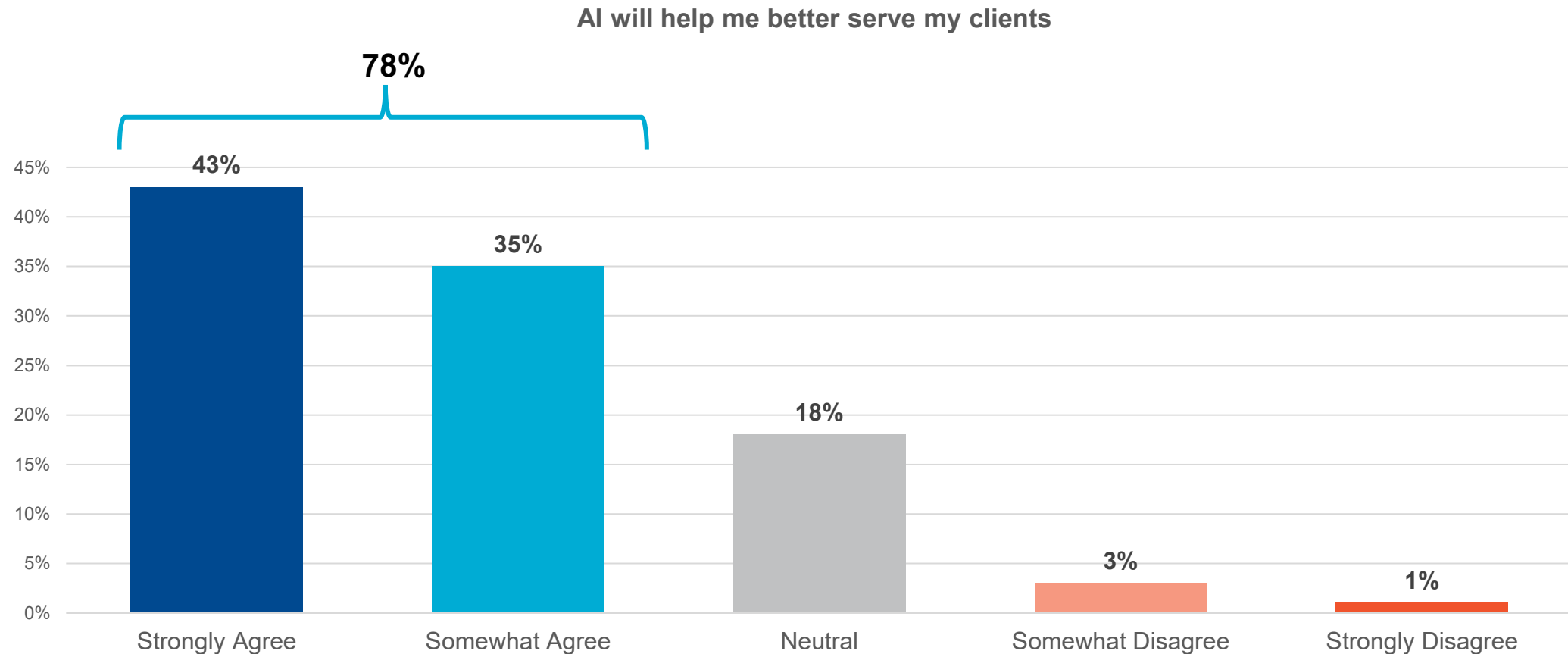
# Impact and outlook on AI in financial planning

## 50% of financial planners have a positive outlook on AI, while only 8% view it negatively



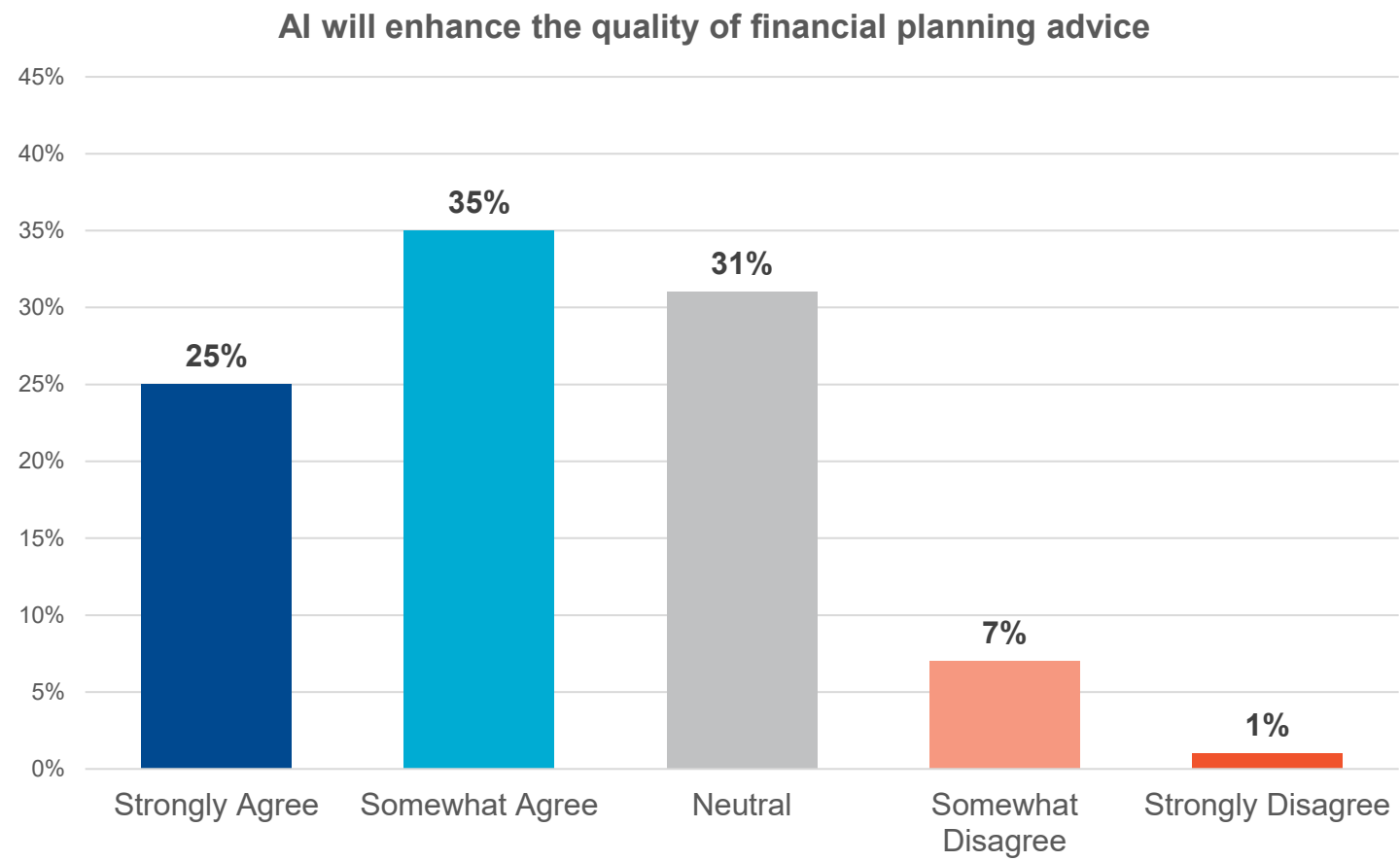
Q: What is your view on the potential impact of AI on financial planning?  
n = 5,276 respondents. Percentages may not total to 100 due to rounding.

## More than ¾ of financial planners say AI will help better serve clients



Q: To what extent do you agree or disagree with the following statement?  
n = 5,266 respondents

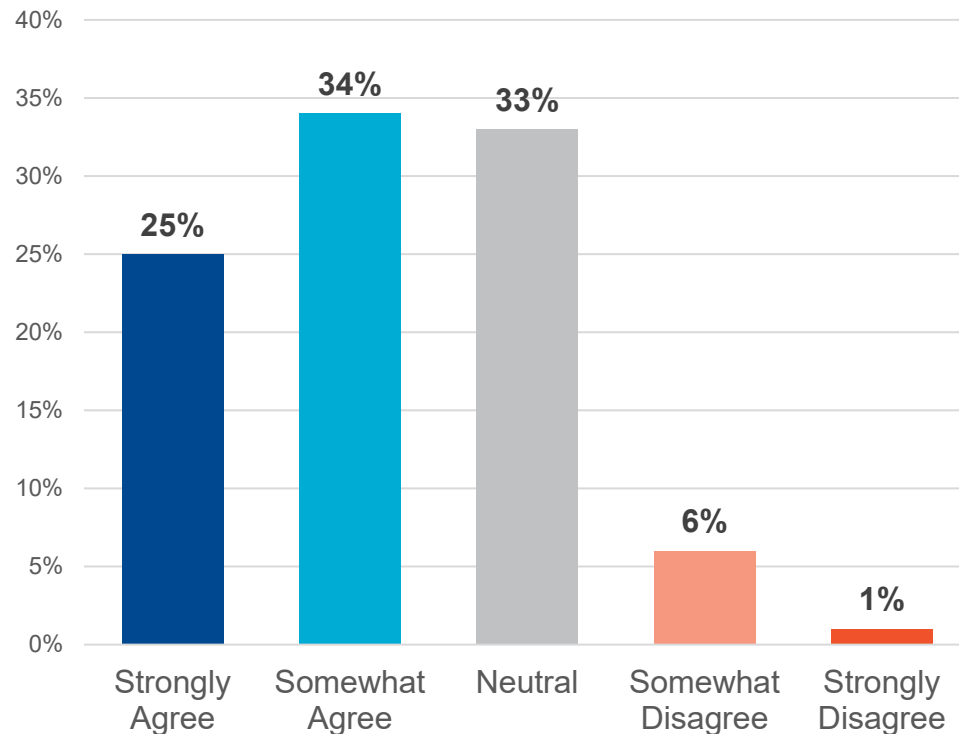
60% of financial planners agree AI will enhance the quality of advice



Q: To what extent do you agree or disagree with the following statement?  
n = 5,221 respondents. Percentages may not total to 100 due to rounding.

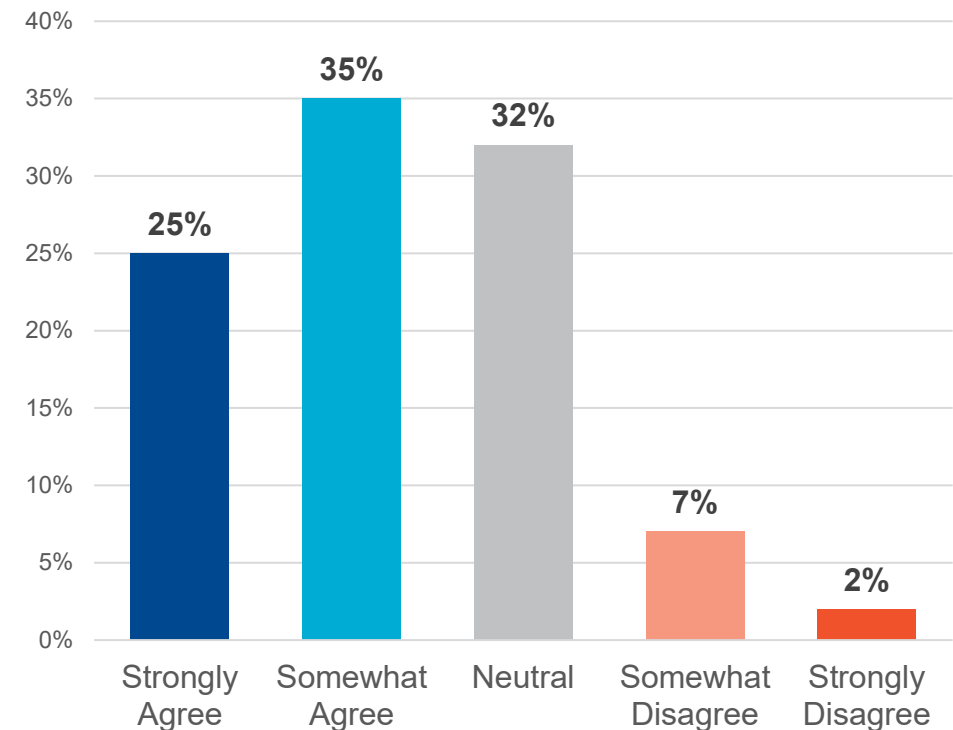
# Most financial planners believe AI will reduce the cost and increase access to financial planning

AI will reduce the cost of financial planning services



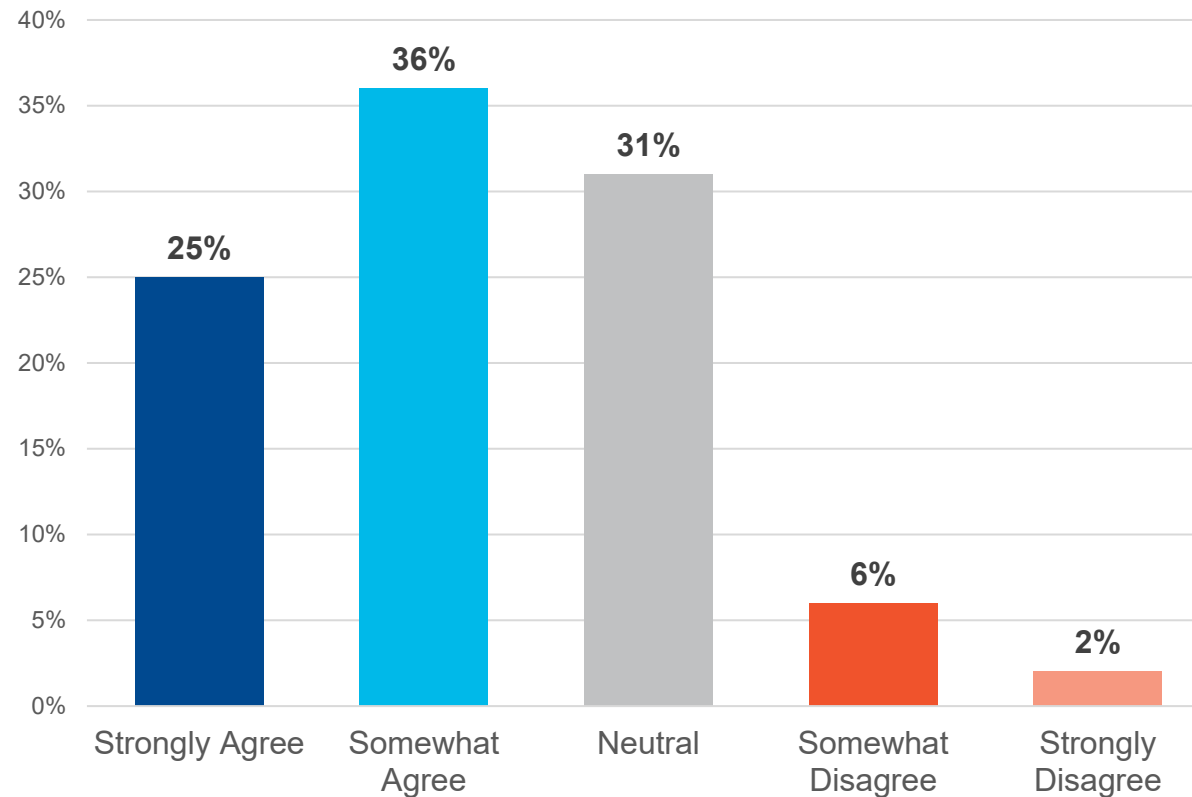
Q: To what extent do you agree or disagree with the following statement?  
n = 5,270 respondents. Percentages may not total to 100 due to rounding.

AI will increase access to financial planning for underserved populations



Q: To what extent do you agree or disagree with the following statement?  
n = 5,269 respondents. Percentages may not total to 100 due to rounding.

**AI will create new opportunities for financial planners**

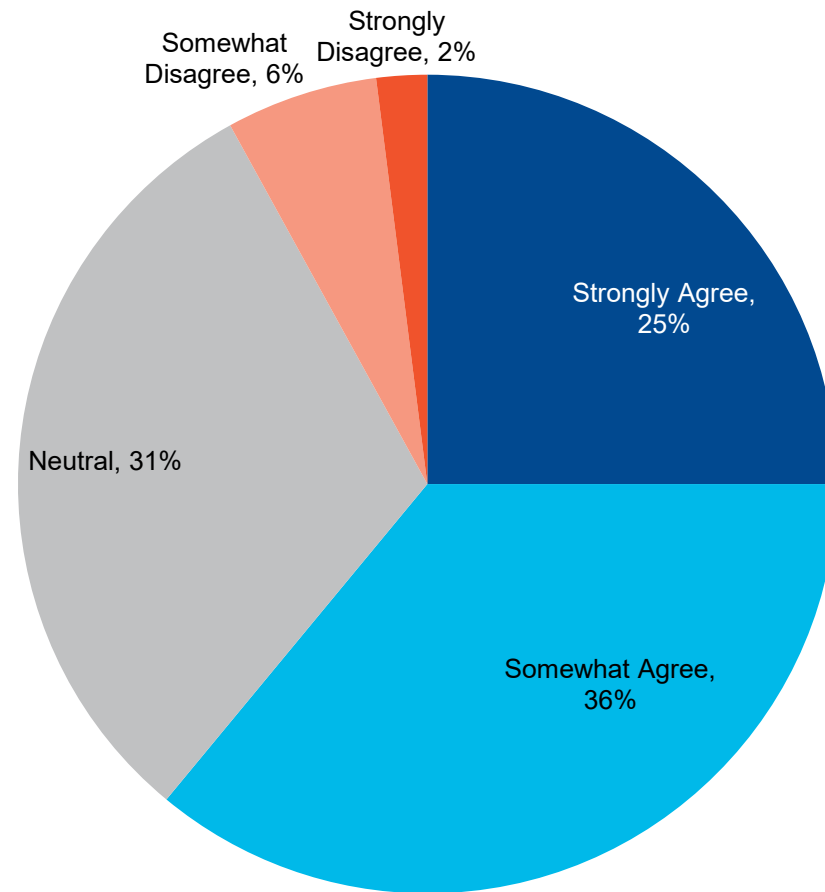


**61% of financial planners say AI will create new opportunities**

Q: To what extent do you agree or disagree with the following statement?  
n = 5,266

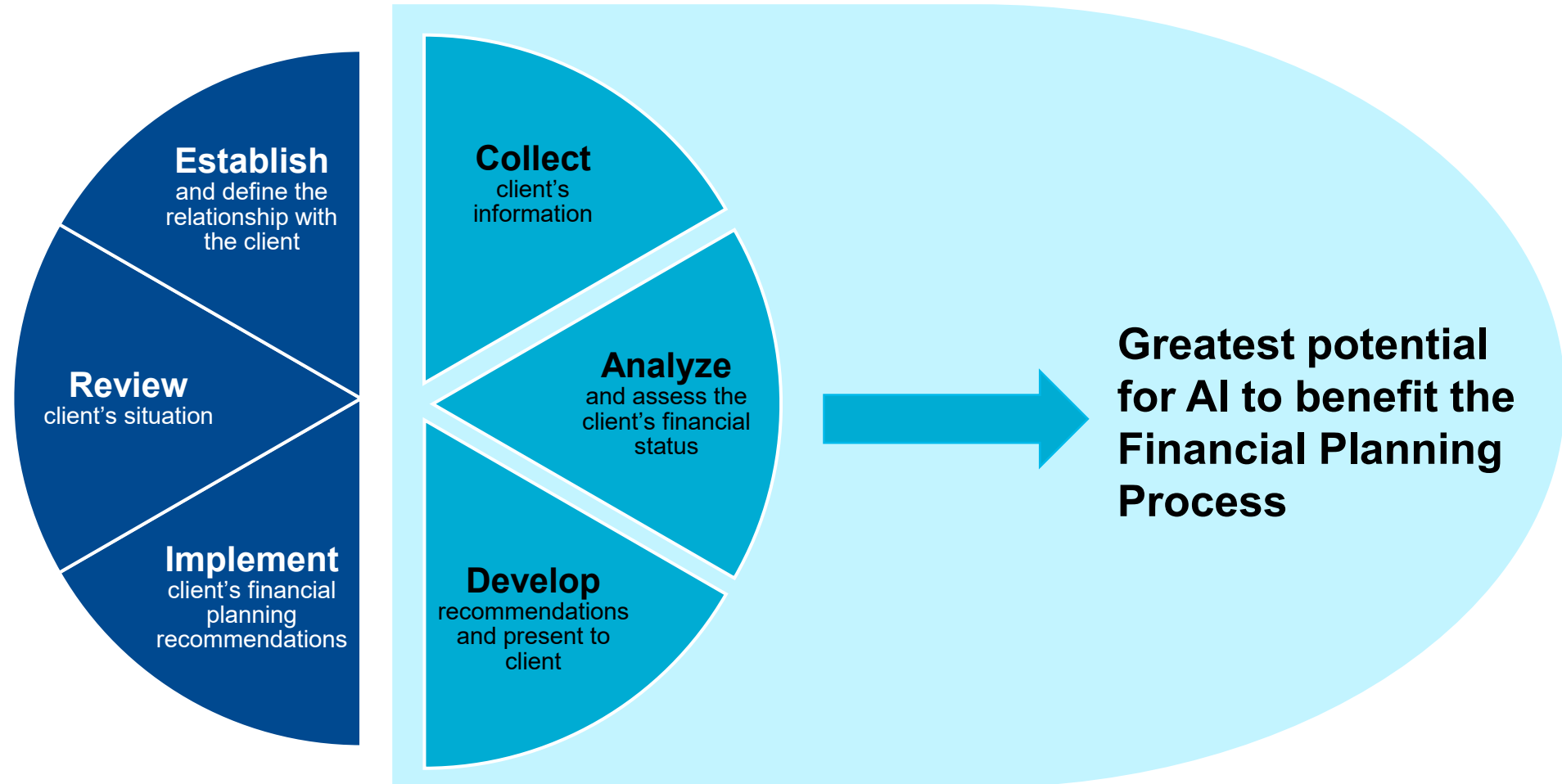
**More than half of financial planners say AI will force significant changes to financial planning education and certification**

**AI will require significant changes to financial planning education and certification**



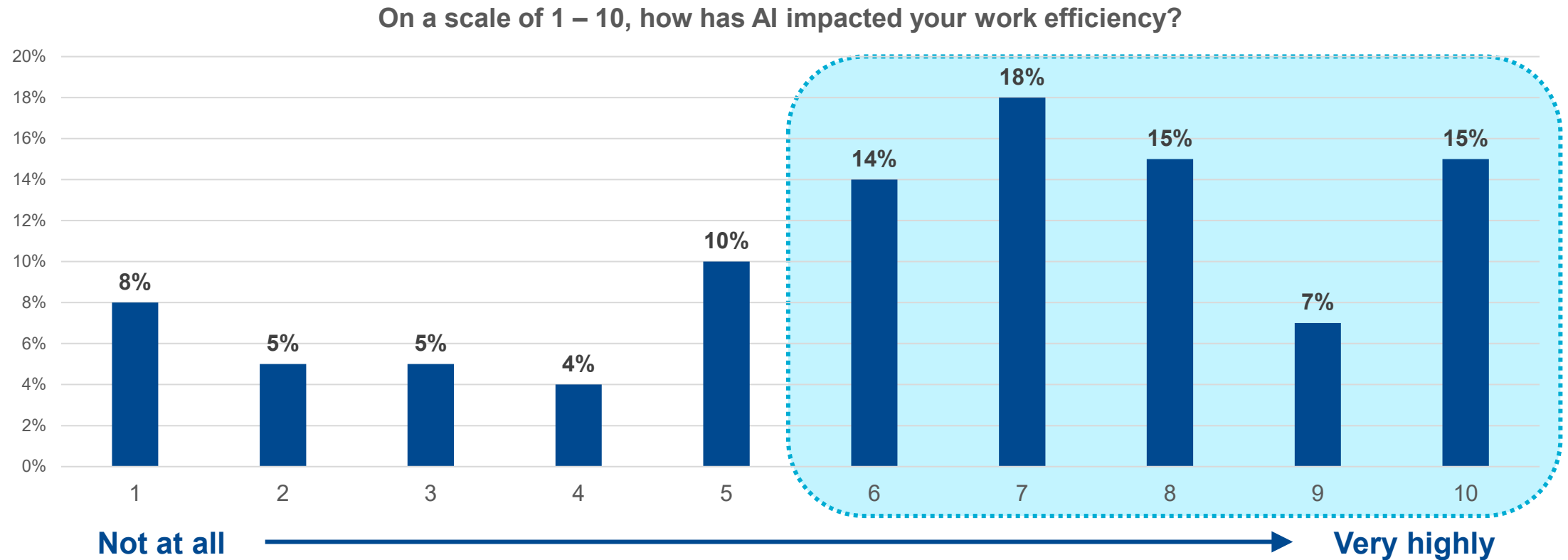
Q: To what extent do you agree or disagree with the following statement?  
n = 5,270 respondents

# Financial planners think AI will support some steps in the Financial Planning Process more than others



Q: Which element(s) of the financial planning process do you think will most benefit from AI? Ranked on a scale from 1 (most beneficial) to 6 (least beneficial).  
n = 5,276 respondents

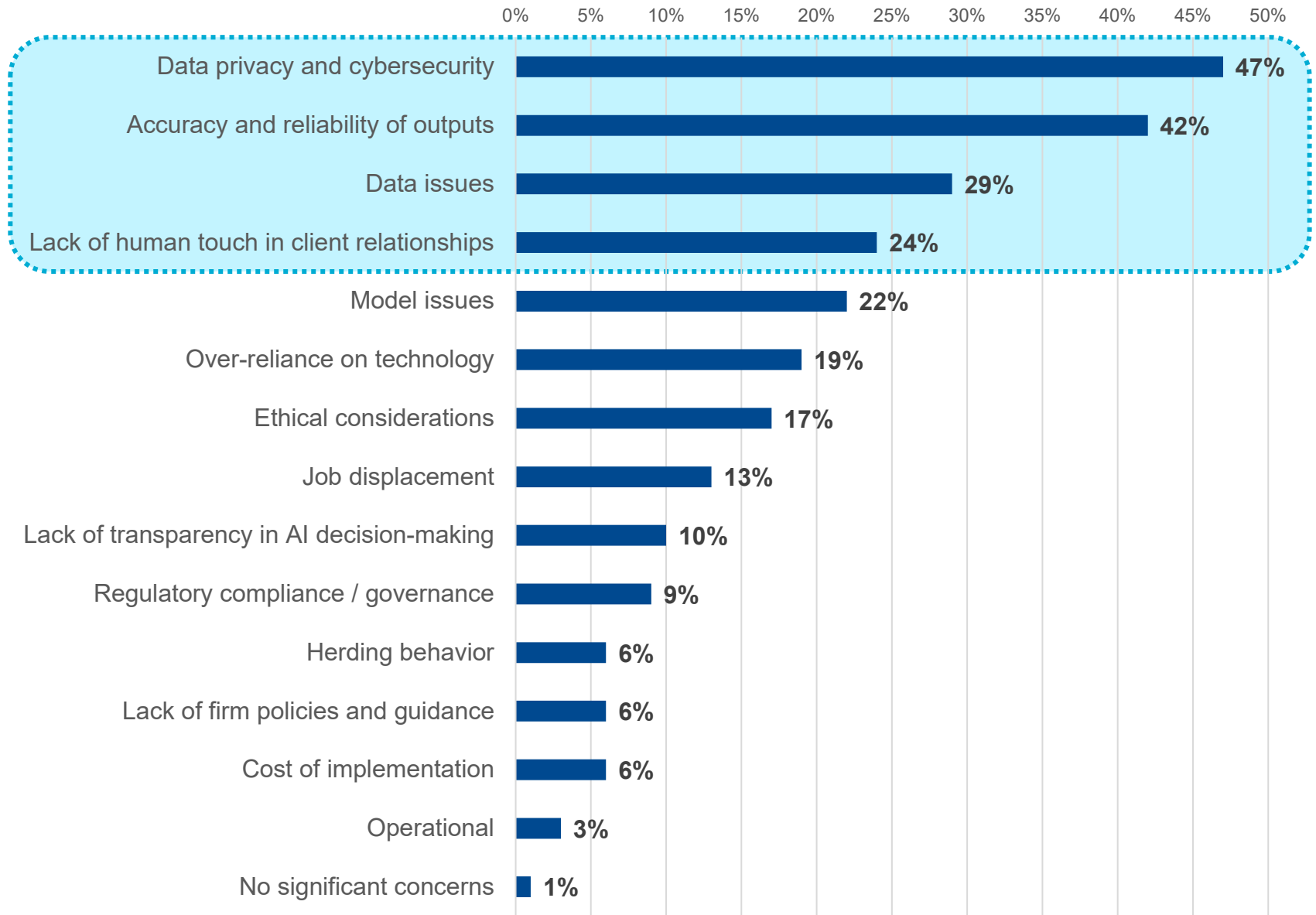
# Overall, financial planners report that AI has improved their work efficiency



Q: On a scale of 1-10, how has AI impacted your work efficiency? (1 Not at all, 10 very highly)  
n = 5,276 respondents

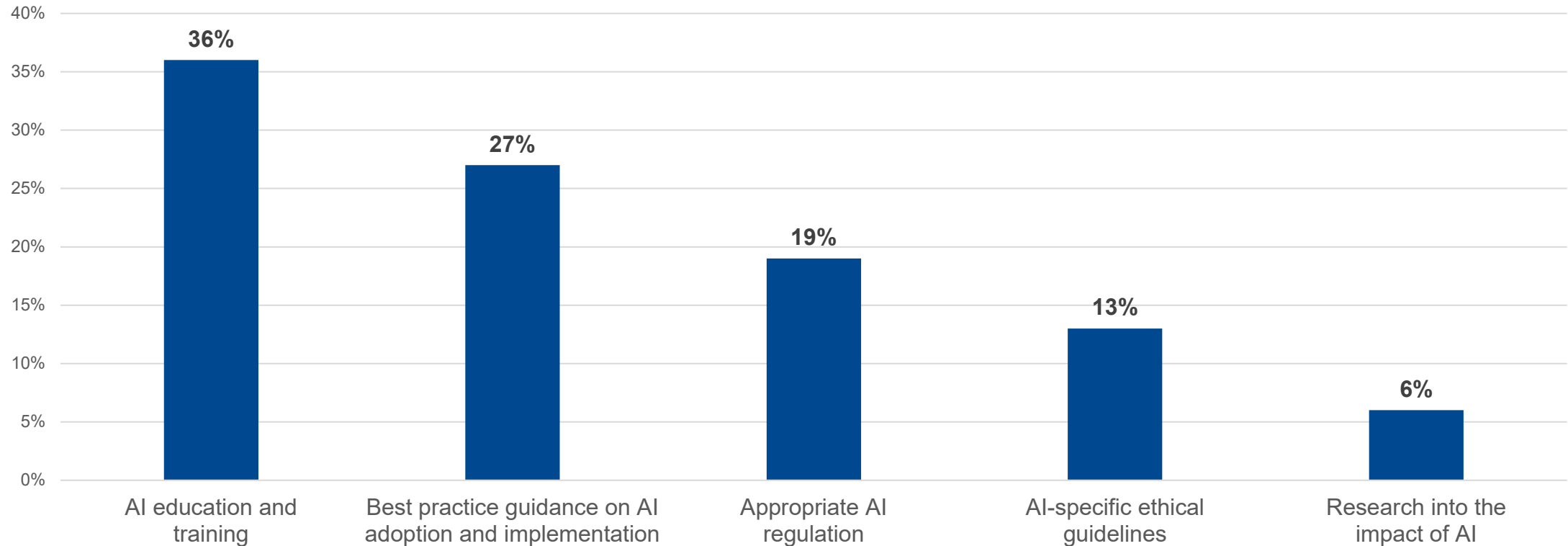
## Biggest AI concerns:

- Data privacy & cybersecurity
- Accuracy & reliability of outputs
- Data issues
- Lack of human touch



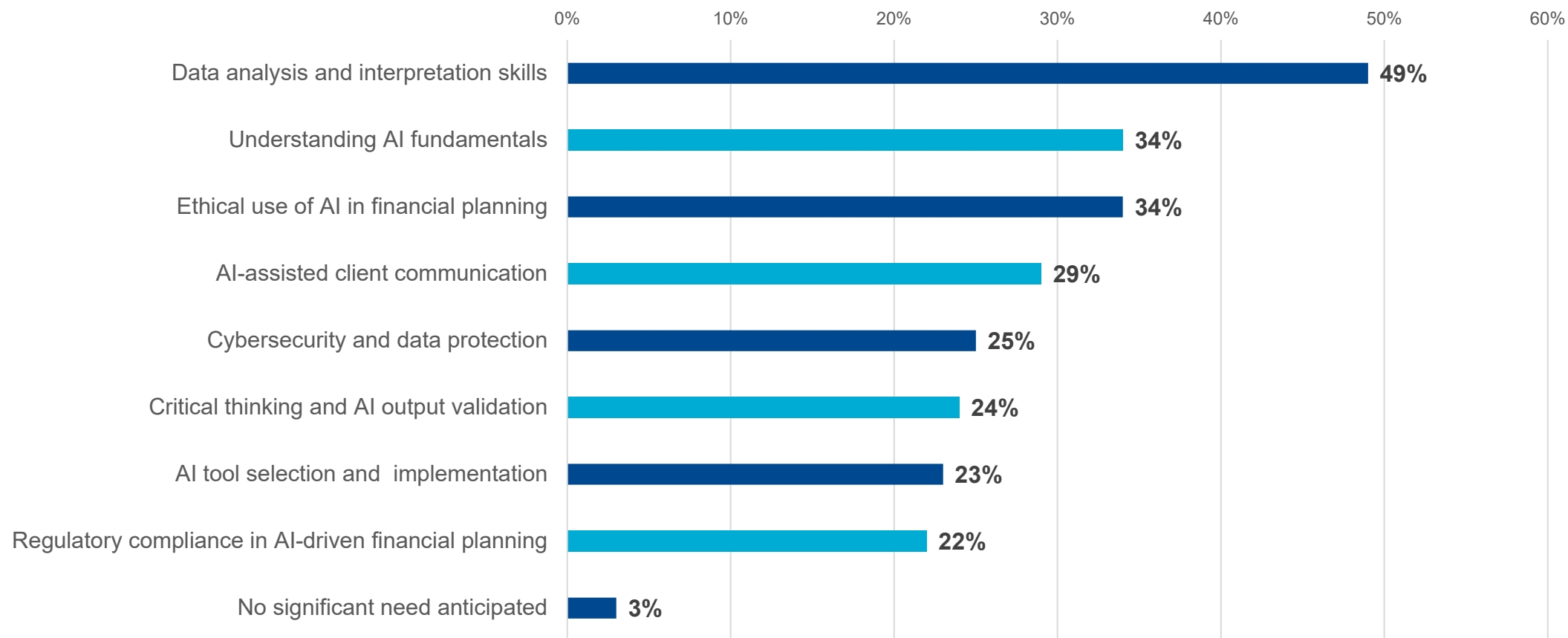
Q: What are your primary concerns about the risks of AI on financial planning? (Select up to 3)  
n = 5,275 respondents

## Financial planners rated education and training on AI as the most beneficial to the public and the profession



Q: In thinking about the potential impacts of AI on the public and the profession, which of the following would be most beneficial? (Select one)  
n = 5,272 respondents

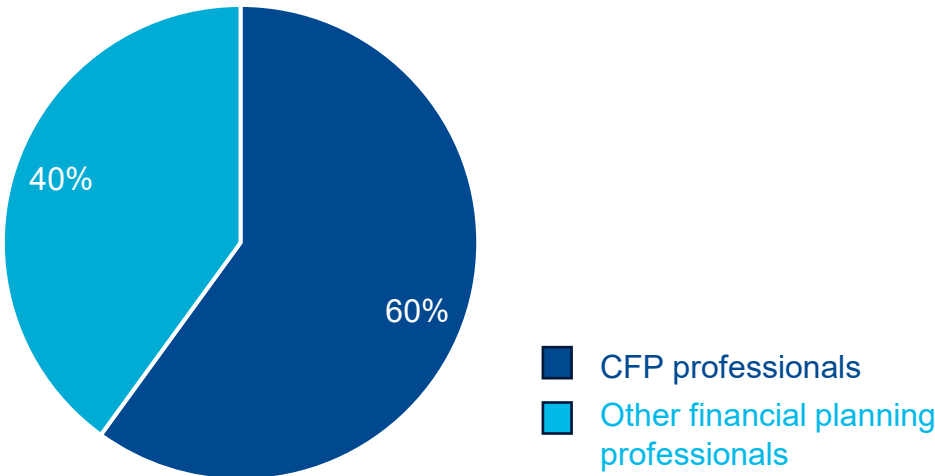
## To better adapt to AI, financial planners identified data analysis and interpretation as the top priority for professional development



Q: What professional development opportunities would be most valuable to you in adapting to advancements in AI? (Select up to 3)  
n = 5,275 respondents

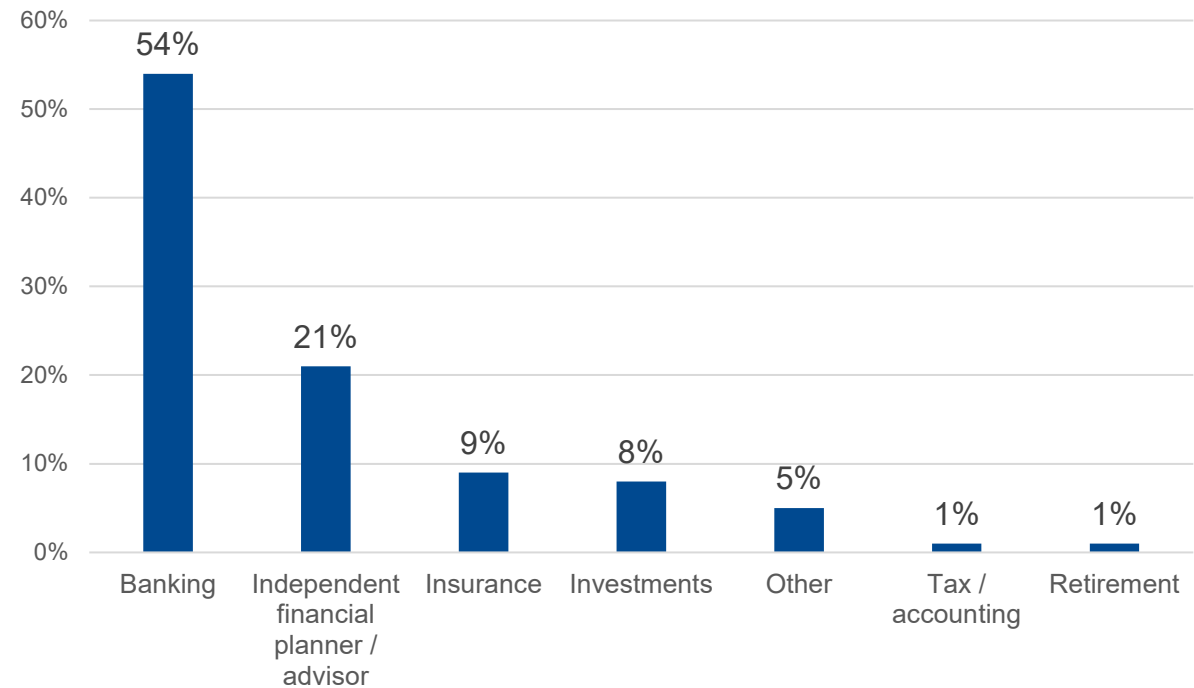
# Demographics

# Are you a CFP professional?



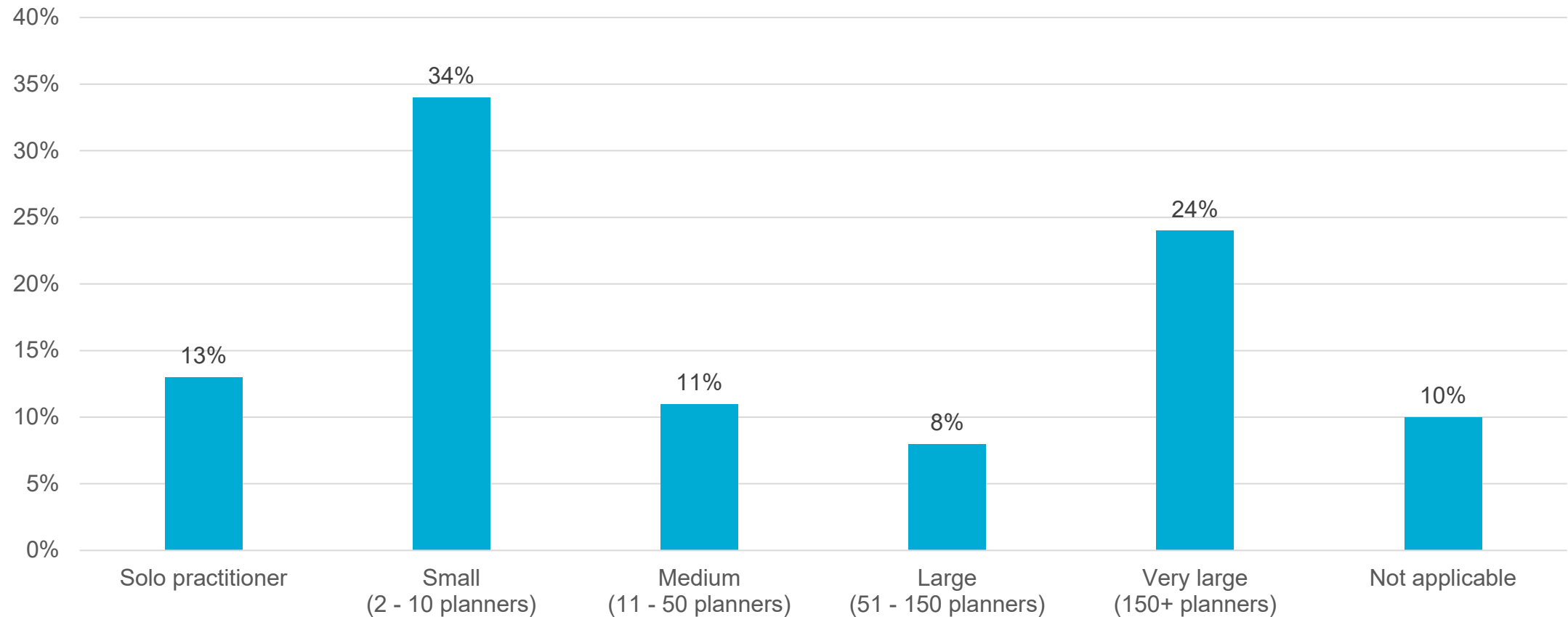
Q: Are you a CFP professional?  
n = 6,206 respondents

# In which segment of the financial services industry do you primarily work?



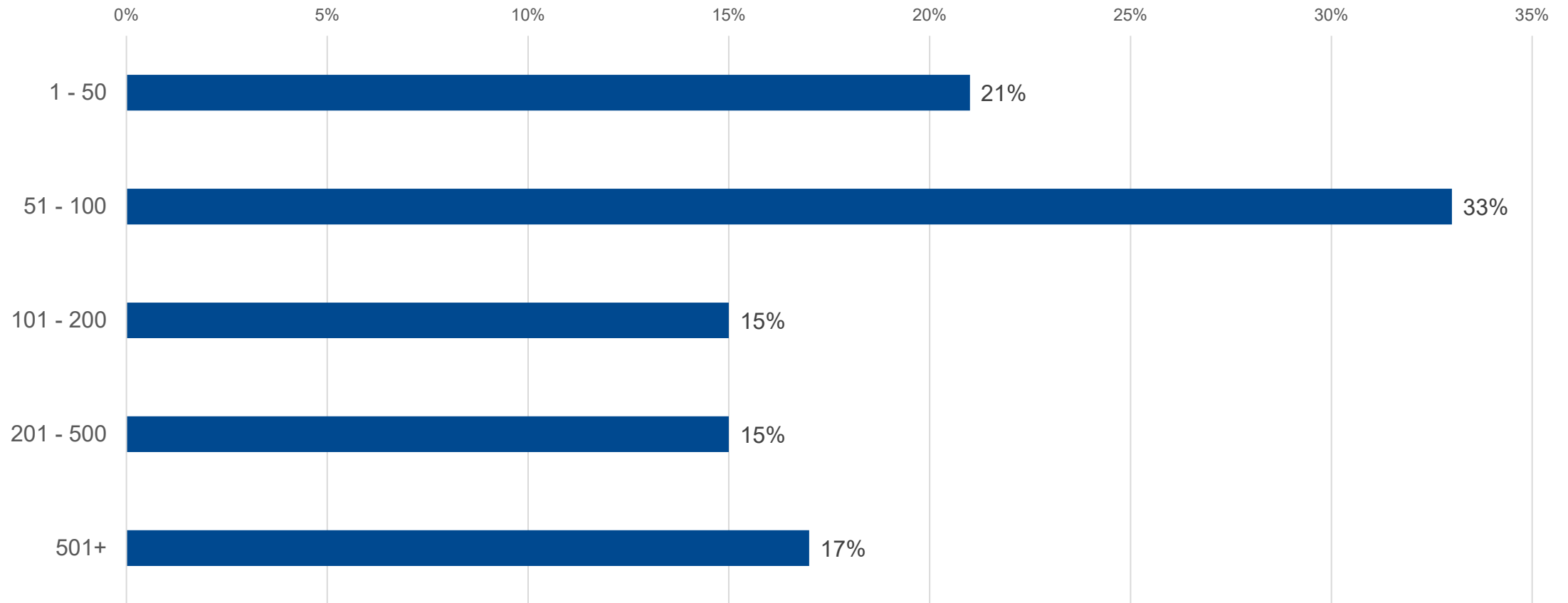
Q: In which segment of the financial services industry do you primarily work?  
n = 6,206 respondents

# What is the size of your financial planning firm?



Q: What is the size of your financial planning firm?  
n = 6,206 respondents

# How many clients do you personally serve?



Q: How many clients do you personally serve?  
n = 5,080 respondents



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A large, glowing blue 'AI' graphic is positioned on the right side of the image. The letters are outlined in a bright blue light. The background is a dark blue field with a complex, glowing circuit board pattern. A large, faint, glowing blue circle is also visible in the background, partially obscured by the circuit lines.