



The AI Shifts Advisors Can't Ignore

With Samantha Russell, FMG

YCHARTS

Thank you for joining!

Questions can be submitted using the chat feature within the webinar and will be answered during the Q&A.

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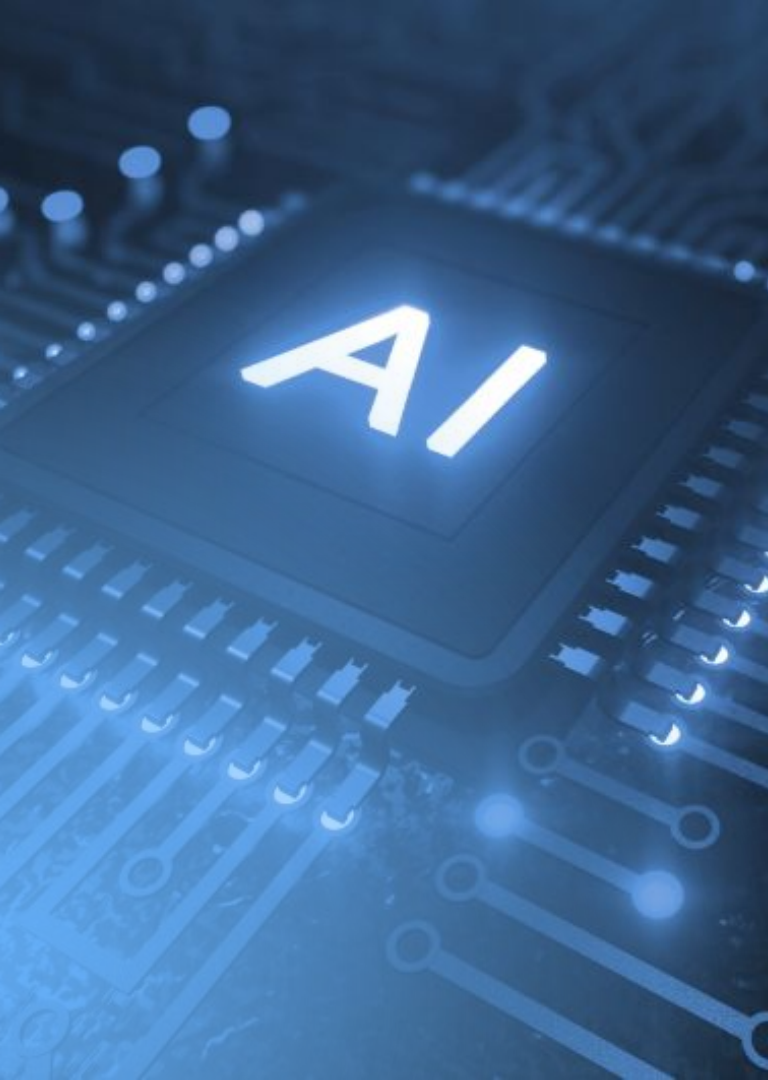
Samantha Russell

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Agenda

- The Shift Advisors Can't Ignore
- The Widening AI Gap
- The Golden AI Playbook
- What's Next
- Q&A!

The AI Shift Advisors Can't Ignore

How Clients Find You Is Changing – Fast

50%

Drop in site traffic

For service professionals as AI answers questions before anyone clicks a link.

1 in 4

High-income consumers

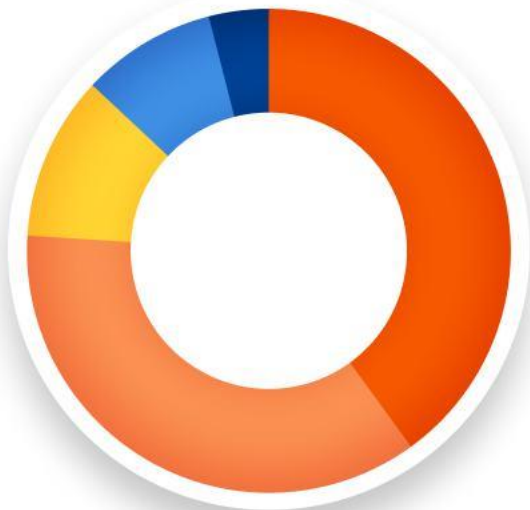
Already use AI to search for and research a financial advisor.

1.1B+

AI referral visits/month

A 357% YoY increase.

Where People Get Answers Today



40%

Google / Search Engines

36%

AI Tools

ChatGPT, Copilot, Etc

11%

Direct To Website / App

9%

Social Media / Forums

4%

Other

WHAT TO DO NEXT:

If you're not optimizing for AI-driven search, you're missing a third of your audience.

Your Website Might Be Invisible to AI

- 36% of people already get answers directly from AI instead of Google
- ChatGPT doesn't rank the prettiest website — it recommends the one with clear FAQs, recent reviews, and consistent directory listings
- 85% of AI citations come from third-party pages, not the firm's own site
- Google just made its first major search change in 25 years — 'ranking' is out, 'AI visibility' is in

The SEC compliance deadline many advisors missed

Who does it apply to?

All SEC-registered RIAs, broker-dealers, investment companies, funding portals & transfer agents

Deadline:

Smaller Firms: June 3, 2026 — RIAs with under \$1.5B AUM

Larger firms: December 3, 2025



What Changed

Your AI tools are now regulated vendors

Any tool that touches client data — note-takers, AI assistants, content tools — falls under this rule

A data incident starts a 30-day clock

You must notify affected clients within 30 days, whether the breach came from you or a vendor

Examiners are already checking

Reg S-P is a named priority in the SEC's FY2026 monitoring schedule

Example

Otter.AI or Fireflies transcribes your client meetings. These tools are now a regulated vendor under this rule and you need a written policy for it.



What to Do Right Now

1. Inventory your tools

List every platform that accesses client data — CRM, note-taking apps, AI assistants, planning software

2. Write a short data policy

Document how each tool is used & what data it accesses

3. Check your vendor contracts

Ensure each vendor handling client data has a 72-hour breach notification obligation back to your firm

4. Don't go it alone

Not sure if this applies to you? Check with your compliance consultant

AI's Economic Value Concentration

A new **PwC study** of 1,200+ senior executives reveals a significant gap in AI adoption outcomes.

What does this mean?

The majority of the **economic benefits are being realized by a small group of high-performers.**



74%

of AI's Economic Value
is captured by just **20%** of
organizations

The Widening AI Gap

Most Advisors Are Watching From The Sidelines

Firms on the Sidelines

- ✘ Only **27% of advisors** are satisfied with how their firm uses technology
- ✘ **55%** cite compliance concerns as a barrier to AI adoption
- ✘ **46%** don't yet trust AI outputs
- ✘ **74%** say tech is a top priority — but most aren't acting on it

Early Movers

- ✓ Appearing in AI search recommendations and getting inbound leads
- ✓ Using AI tools already embedded in CRM, planning & marketing platforms
- ✓ Turning prospect research, meeting prep & content into 10-minute tasks
- ✓ Building a competitive advantage that compounds over time

Is AI Sending Prospects to You – or Someone Else?

48% of all Google searches now show AI Overviews

Up from 6.49% one year ago



Your local pages are safe

Local service pages still go to traditional results and Maps. So, your local SEO investment still pays off.



Your educational content is at risk

Retirement guides, tax explainers, and 'what is' pages saw AI Overview coverage grow 20–55 percentage points in one year.



AI search is the new word-of-mouth

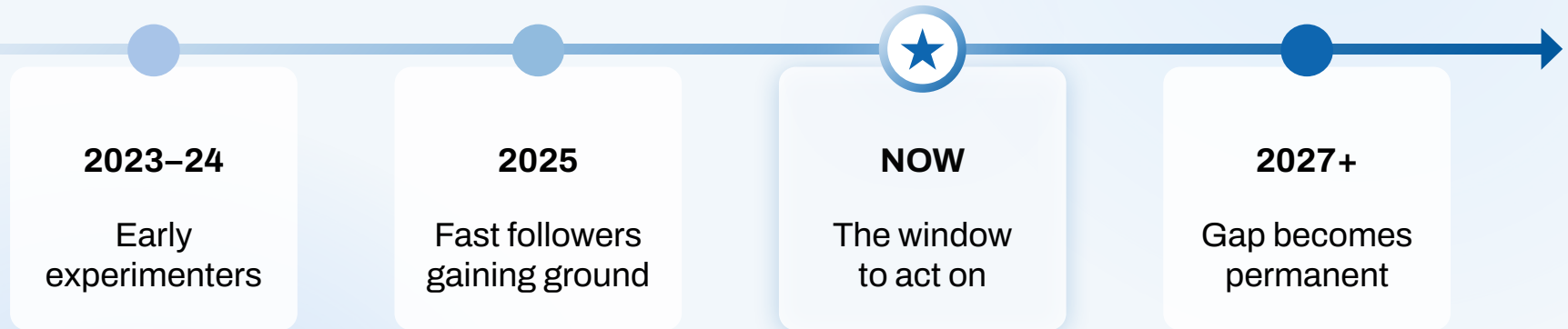
Show up in an AI answer and you have a warm prospect who found you without you asking for a “referral”.



How to improve? Start with one page.

Pick the question your ideal client asks most. Build a page that answers it directly — plain language, Q&A style.

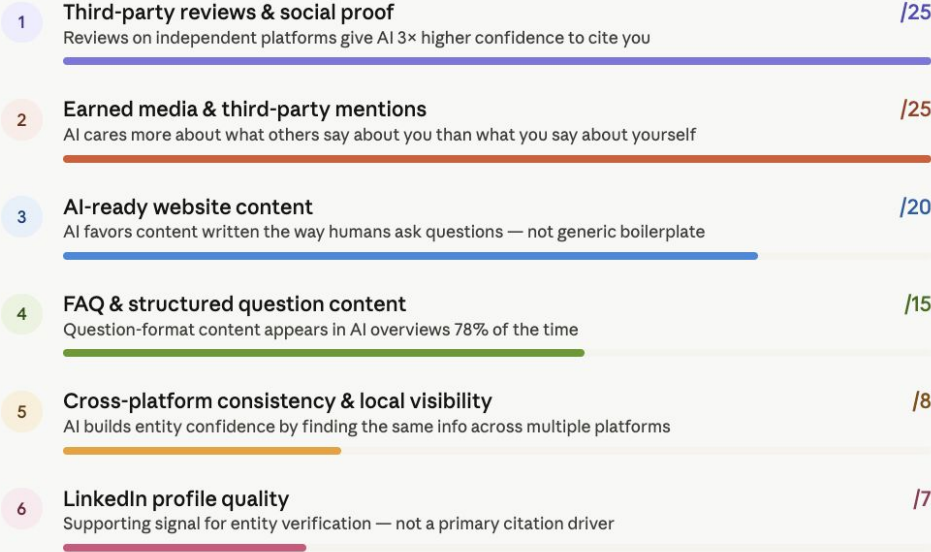
The Window Is Closing. But It's Still Open.



Most advisors are still in watch-and-wait mode, which means the door to be in the early-mover group hasn't closed. But the window is shrinking by the month.

The Golden AI Playbook

How Visible Are You To AI? Let's Assess



Total AEO visibility score **/100**



Is AI the New Gatekeeper?

The image displays three vertical panels representing different stages of an AI-powered advisory process: Discovery, Evaluation, and Selection. Each panel is styled to look like a mobile chat interface with a header, a question, an AI response, and a text input field at the bottom.

- Discovery:** ChatGPT (GPT-4o) responds to the question "Who should I consider as a financial advisor if I'm retiring in 3 yrs in the St. Louis area?" with a list of advisors and a note about firm information.
- Evaluation:** Claude (Anthropic) responds to "Look at this advisor's website. Are they a good fit for someone retiring at 62?" with a strengths and gaps analysis.
- Selection:** Gemini (Google) responds to "Compare Cornerstone Financial vs. Meridian Wealth for my situation." with a comparison table and a recommendation.

Discovery

G

ChatGPT
GPT-4o

Who should I consider as a financial advisor if I'm retiring in 3 yrs in the St. Louis area?

ChatGPT

For retirement planning near St. Louis, look for fee-only CFPs who specialize in retirement income planning.

Advisors often mentioned:

- Meridian Wealth Partners
- Cornerstone Financial
- Your firm? Not found.

Ask anything...

Evaluation

C

Claude
Anthropic

Look at this advisor's website. Are they a good fit for someone retiring at 62?

Claude

Based on their website, here's my assessment:

Strengths

- Fee-only, fiduciary stated
- CFP credential visible

Gaps found

- No client reviews online
- No retirement specialty content on site
- Last blog post: 14 months

Ask anything...

Selection

G

Gemini
Google

Compare Cornerstone Financial vs. Meridian Wealth for my situation.

Gemini

	Cornerstone	Meridian
Fee type	Fee-only	Fee-only
Reviews	47 Google	None found
Specialty	Retirement	General
Media	Forbes, KMOX	Not found
Content	Updated wkly	14 mo. ago

Gemini recommends:
Cornerstone Financial

This happened before they ever visited a website.

Ask anything...

Make Sure AI Knows You Exist

Answer Engine Optimization (AEO) — structuring your presence so AI tools recommend you.

1

Run the AI audit right now

Open your AI. Think of your Ideal Client. What would they ask: “Who is the best financial advisor in [your city] for [your niche]?” If you don’t appear, ask the AI for steps on how to fix your visibility.

2

Add an FAQ page to your website

Write 10+ questions exactly how a client would ask them in conversation. This is how AI tools surface you in responses — not from polished marketing copy.

3

Claim and optimize your Google Business Profile

This is one of the highest-leverage 20-minute tasks you can do. AI tools pull heavily from third-party directory listings and verified profiles.

4

Are you Human or AI?

Focus on clarity and consistency across your website and social profiles. Be specific about who you serve, what you do, and how you help.



AEO Best Practices

Structure your content so ChatGPT, Perplexity & Google AI recommend you.

Question-Based Headings

"How much should I save for retirement?"
beats "Retirement Tips"

Answer First

Lead every page with a 50–60 word
direct answer — before any intro or
context

FAQ Sections

Add 10+ Q&As written how a client
actually speaks, not how an advisor
writes

Numbered Steps

Break processes into clear steps —
AI loves structured, scannable content

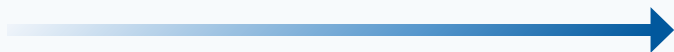
Plain Language

"A mix of stocks and bonds" not
"diversified multi-asset allocation
strategies"

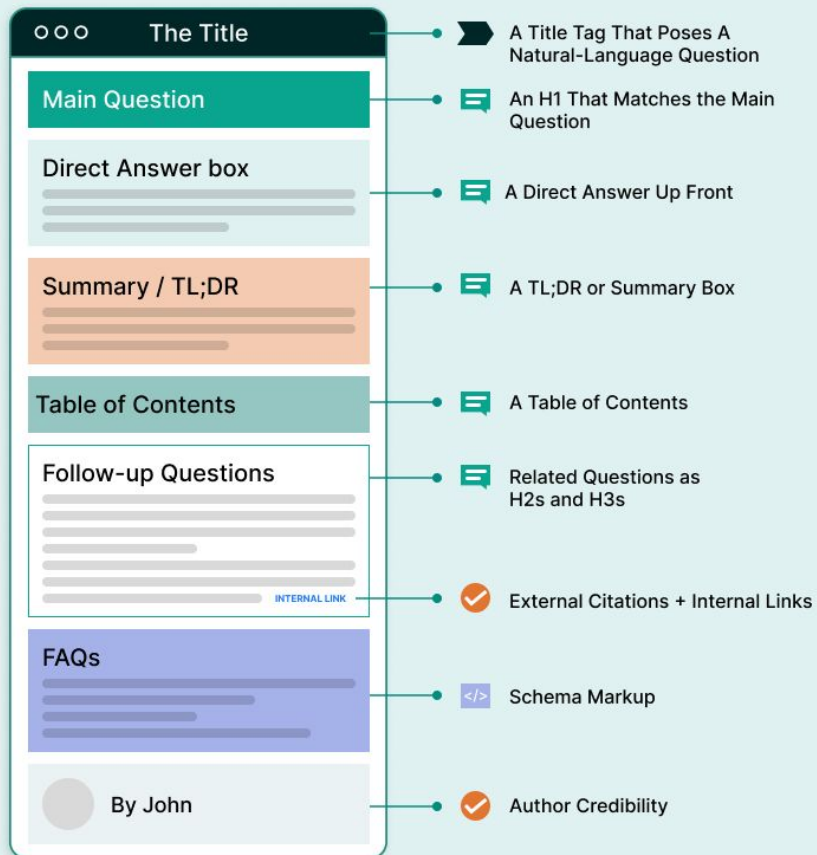
Keep It Fresh

Update content when regulations change
— stale pages lose AI visibility fast

Optimize Your Content for AI To Scan It



The AEO-Optimized Page



AI-Ready Website Content - A Big Part of Your AEO Score

✗ AI CANNOT CITE THIS

"We help clients achieve their financial goals through personalized planning. Our team is passionate about serving families at all stages of life. Contact us today to start your journey."

✓ AI CAN EXTRACT AND CITE THIS

"Should I take Social Security at 62 or 70?"

For most physicians in their 50s with a spouse still working, waiting until 70 adds \$2,200/month in lifetime income. Here are the 3 questions that actually determine the right answer for your household."

FAQ CONTENT — 15 pts | FAQ pages appear in AI Overviews 78% of the time

Write questions exactly how clients ask them

"Can I retire at 55 if I have \$2M saved?"

Answer in the first sentence — don't build up to it

"Yes — but it depends on 3 factors specific to your situation."

10+ questions per page minimum

Address fees, process, fiduciary status, who you help, minimum investments

Start Using AI in Your Daily Workflow

You probably have AI capabilities you haven't touched yet.

Meeting Prep

Use AI to pull client summary, recent portfolio changes, and relevant market context before every meeting.

Follow-Up Emails

Draft personalized post-meeting follow-ups in seconds.

Prospect Research

Brief AI with a prospect's LinkedIn profile or company info. Get a tailored conversation guide quickly.

Content Creation

Turn your market insights into LinkedIn posts, newsletter sections, or client emails.

White-Collar Client Check-ins

Your clients in law, finance, and management may face real income disruption from AI. Asking "Has your company started talking about AI?" — opens a valuable planning conversation.

Unused Platform AI Features

Log into your tools. Look for any 'AI', 'assistant', or 'beta' tab. Most advisors are paying for AI capabilities they haven't used to improve their workflow

How Leading Advisors Use AI Today

	Before	After
Meeting Prep	45–60 min pulling data from multiple systems	5–10 min with YCharts' AI-Agent (Y) summarizing portfolio context and market conditions
Client Presentations	Spend hours building charts manually in Excel or PowerPoint	Spend minutes generating professional, on-brand visuals and proposals directly from YCharts
Prospect Research	Scattered Google searches, no consistent process	FMG Testimonials provide a system to collect and display client feedback
Market Updates	Manually writing commentary from scratch	YCharts supplies the data, talking points and proposed and narrative, advisor adds their judgement
Ongoing Client & Prospect Communication	No system in place to nurture prospects and engage clients	FMG marketing automation with AI personalization keeps advisors top of mind and clients engaged



Q&A

To Learn More About...

YCHARTS

Start A Free Trial At ycharts.com

fmg

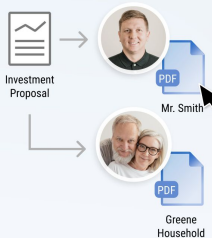
scan the QR code to gain
access to FMG's AI Newsletter



Thank You!

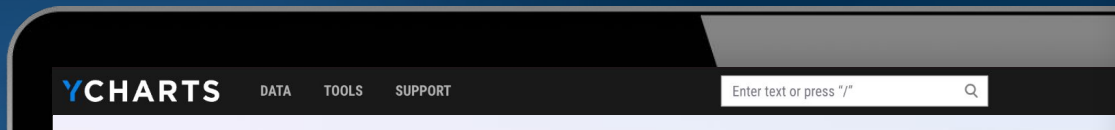
Start a free trial at [YCharts.com](https://ycharts.com) and connect with hello@ycharts.com to discover ways to enhance your AI tactics.

Quickly generate & share custom reports.



Investment Proposal → Mr. Smith

Greene Household



Hello,
How can I help you?

Ask AI Agent... + ↓ ↑

sample_brokerage_statement.pdf

What's the overall risk level of this portfolio?

Integrate & Import Portfolios

Upload .PDF or .CSV

