GLOBAL RESEARCH REPORT 2026

Impact of AI on Financial Planning

FPSB FINANCIAL PLANNING STANDARDS BOARD | CFP

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About the research

8,095
financial planners participated across the world

Now in its second year, FPSB's Impact of AI on Financial Planning global survey tracks how the use and impact of artificial intelligence (AI) in financial planning is changing over time.

The research was conducted by Financial Planning Standards Board Ltd. (FPSB) and its global network of organizations via an online survey of 8,095 financial planners between 22 May and 6 July 2026.

The respondents included CFP professionals and other financial planners from Australia, Austria, Brazil, Brunei, Canada, Chinese Taipei, Colombia, Costa Rica, Czech Republic, France, Germany, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Luxembourg, Malaysia, Namibia, the Netherlands, New Zealand, People's Republic of China, Poland, Republic of Korea, Singapore, Slovakia, South Africa, Spain, Switzerland, Thailand, United Arab Emirates, the United Kingdom, the United States, and Zimbabwe.

The research complements efforts by International Organization of Securities Commissions (IOSCO) to evaluate the use and role of AI in the global financial services industry.

Key insights

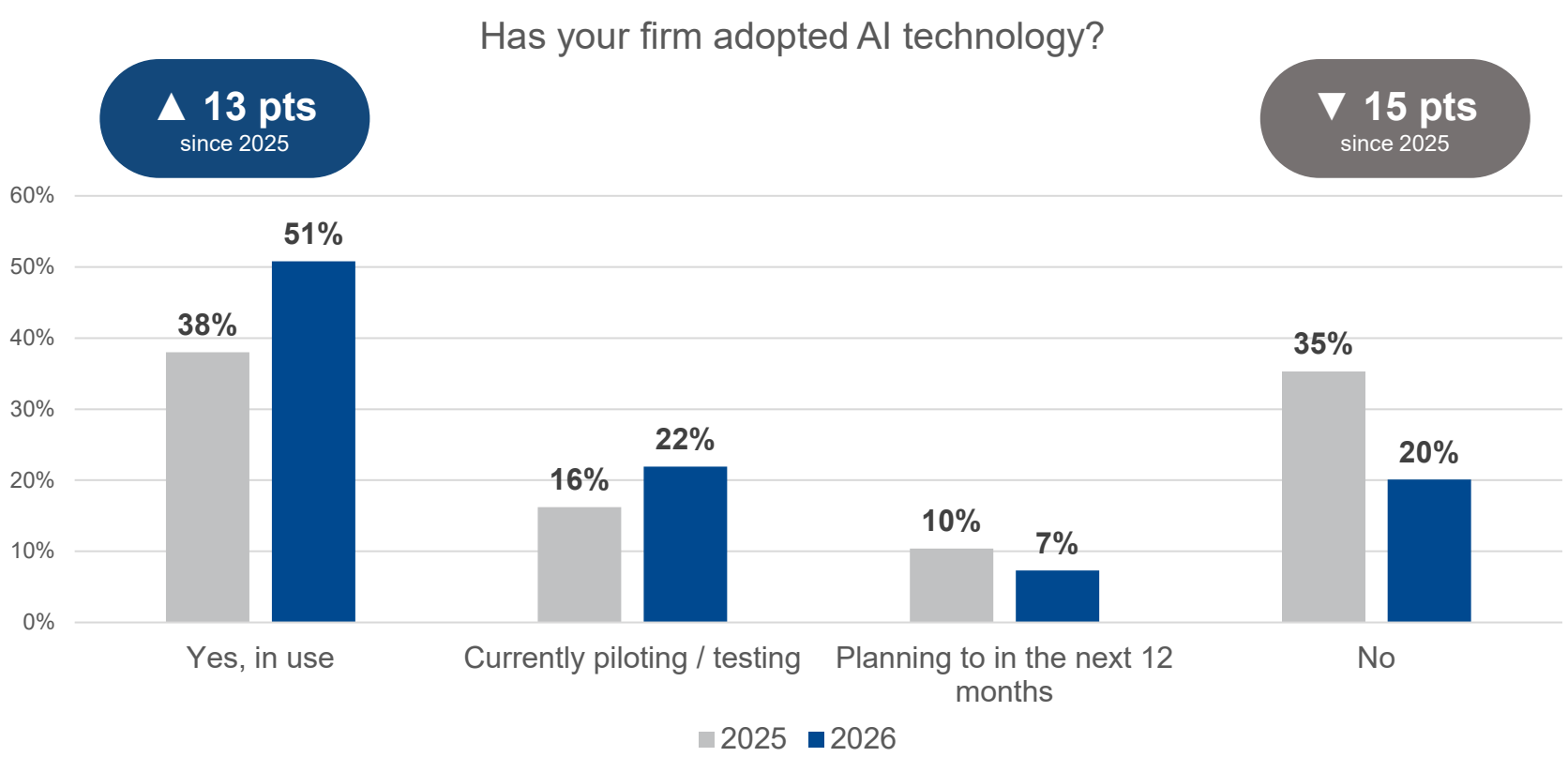
- **Adoption has passed the tipping point:** Eight in 10 financial planners report their firm is using AI or plans to do so within the next 12 months, up from 6 in 10 in 2025.
- **Efficiency and capacity gains:** Nine in 10 (93%) financial planners say AI has improved their overall work efficiency, leading to increased operational efficiency (52%) and the ability to serve more clients (49%).
- **Clients are arriving with AI-generated information:** Financial planners say their clients are using AI for general financial education (33%) and to validate or compare professional advice (25%). The most common effect on the client relationship: an increased need for the financial planner to contextualize or correct AI-generated information that clients share (21%).
- **Harnessing AI's potential:** 83% of financial planners say AI will help them better serve clients and 75% say it will improve the quality of advice, up from 60% – one of the largest year-on-year movements in the study.
- **Lower cost and increased access:** Seven in 10 financial planners expect AI to increase access to financial planning for underserved populations (up from 6 in 10 in 2025). 68% of financial planners say it will lower the cost of advice (up from 59%).
- **Risks and concerns:** Data privacy and cybersecurity (53%) and accuracy and reliability of outputs (48%) remain the top two concerns of financial planners.
- **Policy needs to catch up with adoption:** Firms with a comprehensive AI policy increased from 17% to 23% this year, while the share of firms with no guidance in place decreased from 28% to 22%.
- **Financial planners are asking to be equipped:** With adoption established, financial planners point to AI education and training (34%) as the single biggest lever for safe and responsible use, and 50% want further professional development in data analysis and interpretation.

AI adoption and use in financial planning

Adoption accelerated and becoming part of everyday professional life

Across the world, 8 in 10 financial planners report their firm is using AI or planning to use it in the next 12 months. This is up from 6 in 10 in 2025.

AI adoption is accelerating, while non-adopters are decreasing.



8 in 10
financial planners report their firm is using AI or plans to in the next 12 months

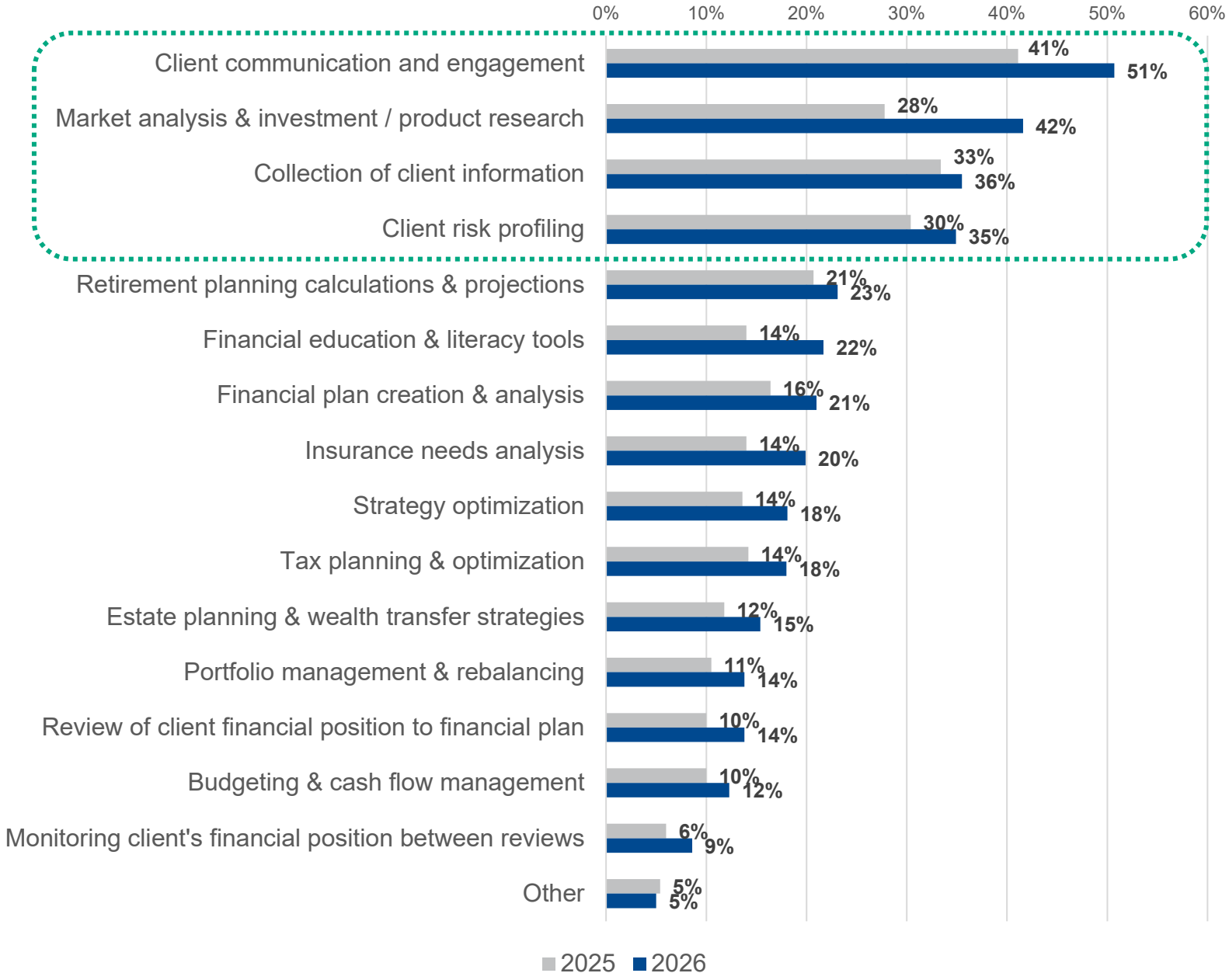
Q. Has your firm adopted AI technology? (Select one)
n = 5,646 respondents (2025), 7,431 respondents (2026). Percentages may not total to 100 due to rounding.

How AI is being used to serve clients

Top uses by financial planners:

1. Client communication (51%)
2. Market analysis and product research (42%)
3. Client data collection (36%)
4. Client risk profiling (35%)

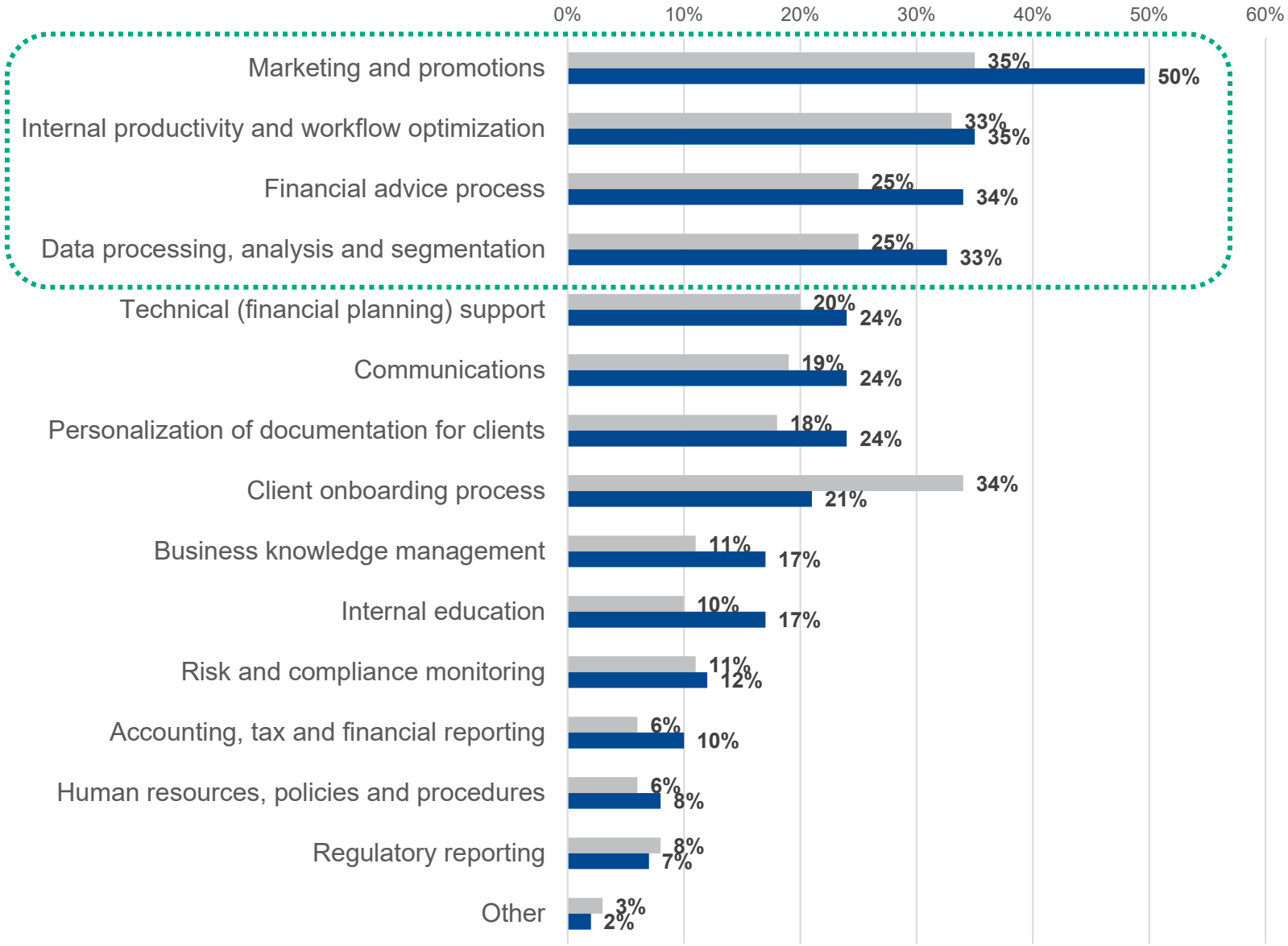
Market analysis & research
was the fastest riser
(42%, up from 28%)



Q: In which areas are you currently using AI? (Select all that apply)
n = 2,793 respondents (2025), 6,114 respondents (2026)

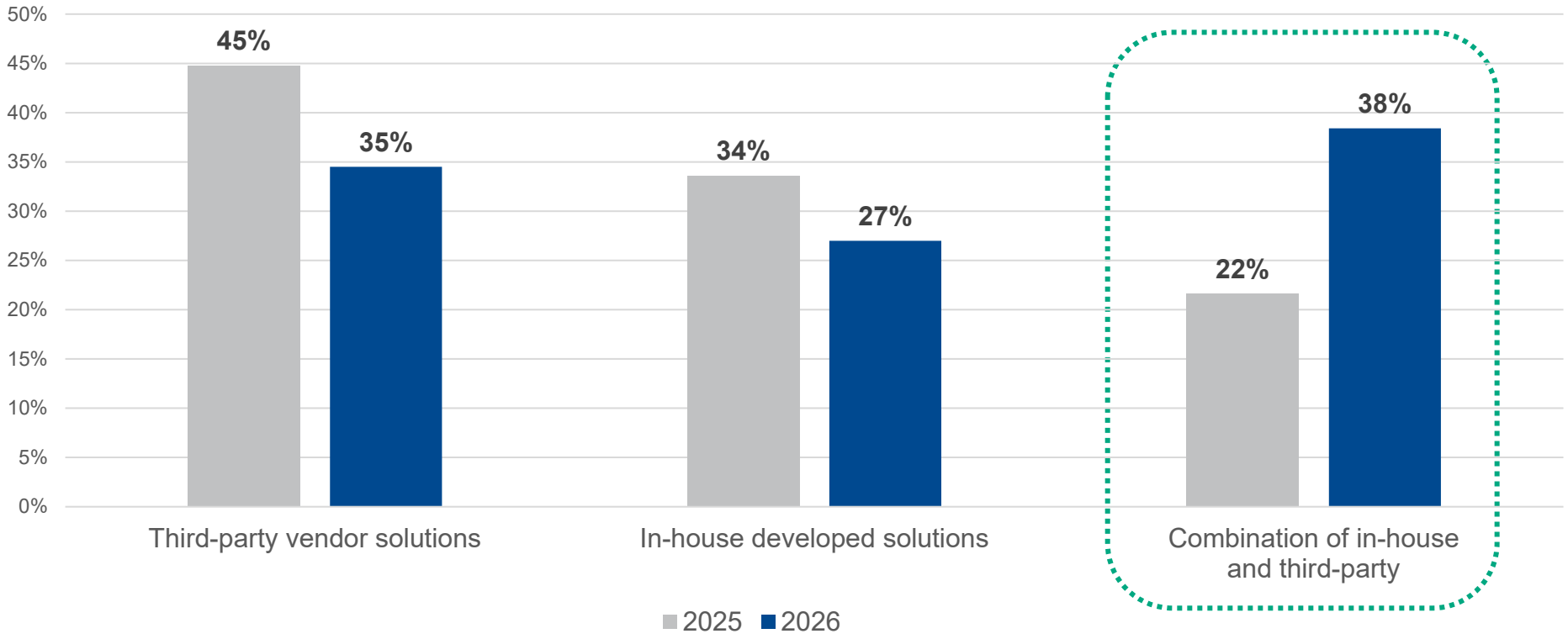
How AI is being used in business operations

Marketing & promotions jumped from 35% to 50%.



Q: In which areas are you currently using AI to support business operations? (Select all that apply)
n = 2,795 respondents (2025), 6,114 respondents (2026)

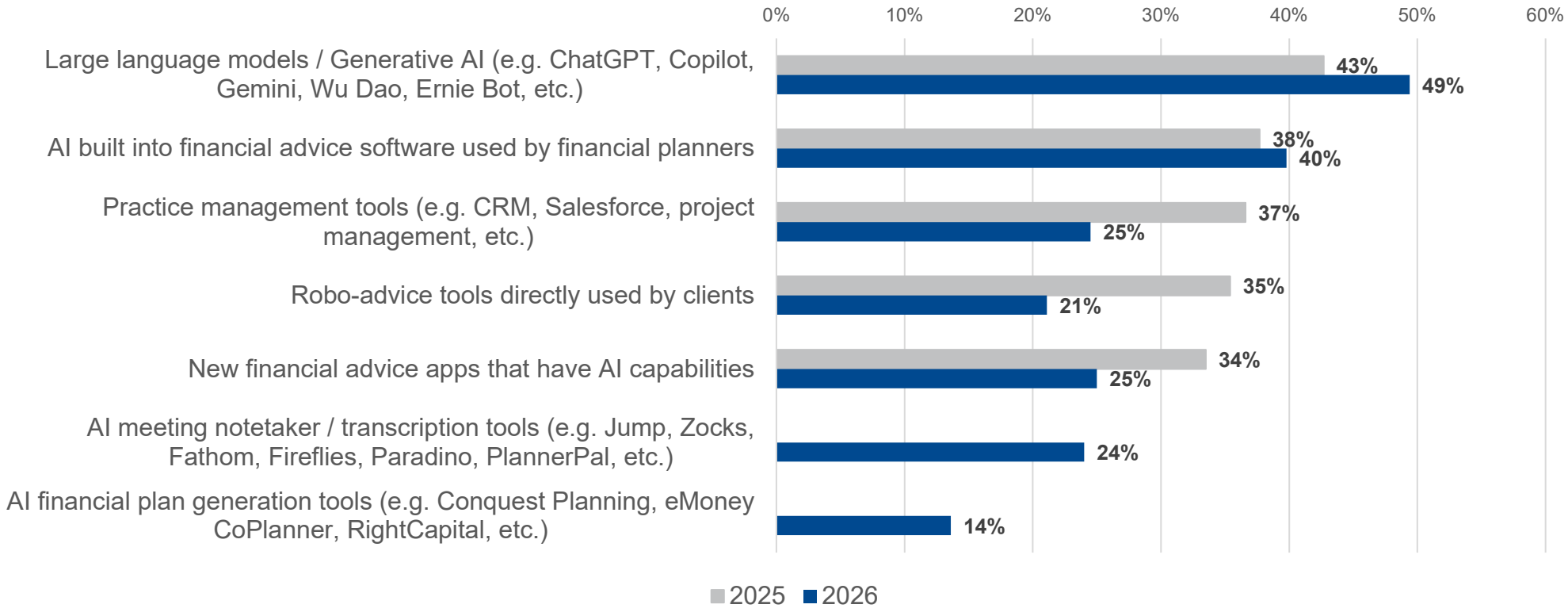
Use of AI solutions is maturing, as firms shift from exclusive use of third-party tools to a combination of in-house and vendor solutions (38%, up from 22%).



Q: How are you deploying AI in your firm?
n = 2,357 respondents (2025), 4,756 respondents (2026). Excludes those not using AI and who answered I don't know. Percentages may not total to 100 due to rounding.

Financial planners are using a wide array of AI models.

Large language models like ChatGPT and CoPilot continue to be most common (49%).

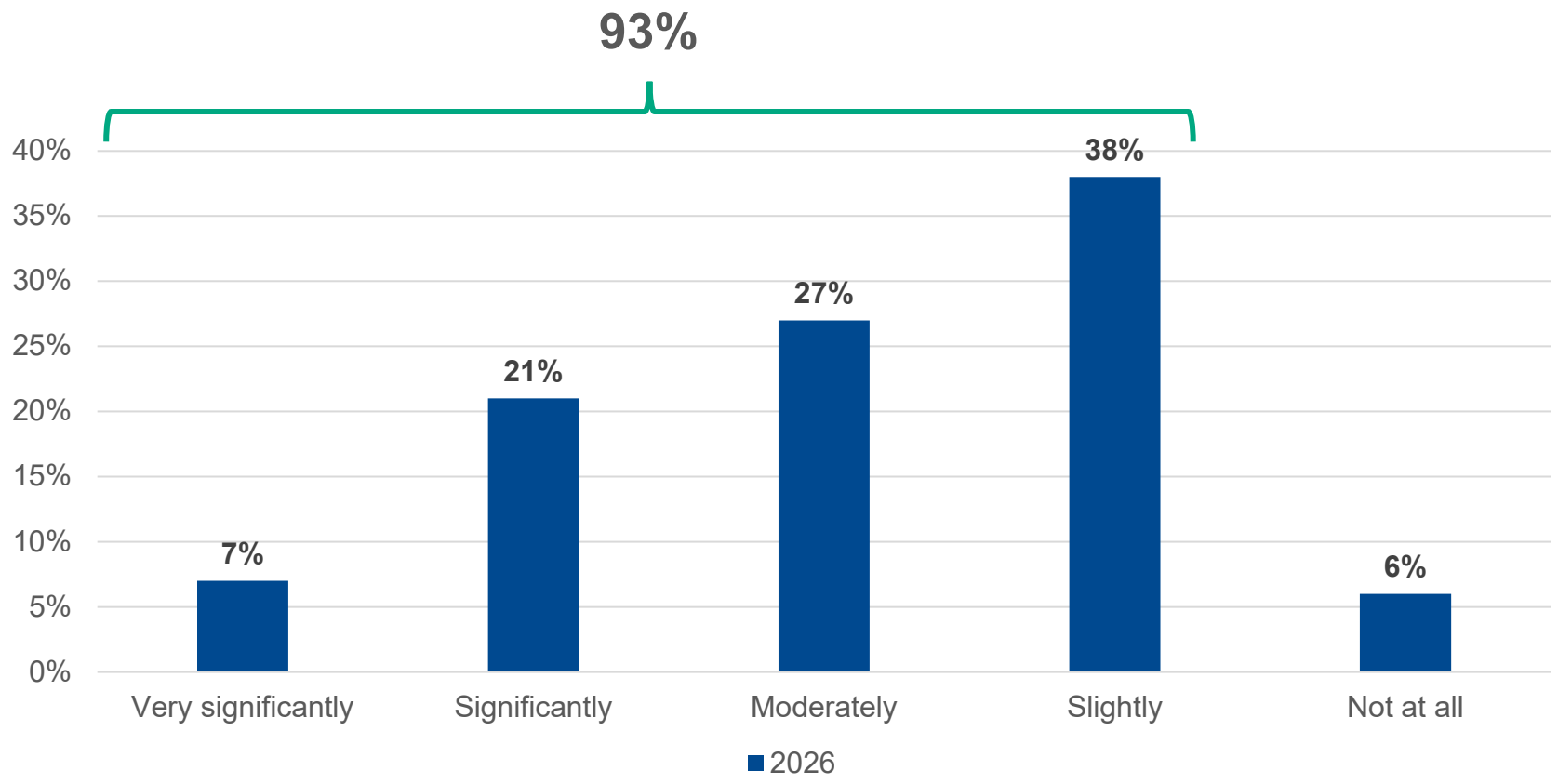


Q: What type of AI models are you primarily using? (Select all that apply)
n = 2,547 respondents (2025), 6,114 respondents (2026); excludes those not using AI, unsure, and that selected Other. AI meeting notetaker and AI financial plan generation tools were new selections in 2026 survey.

Impact of AI

Measurable efficiency gains

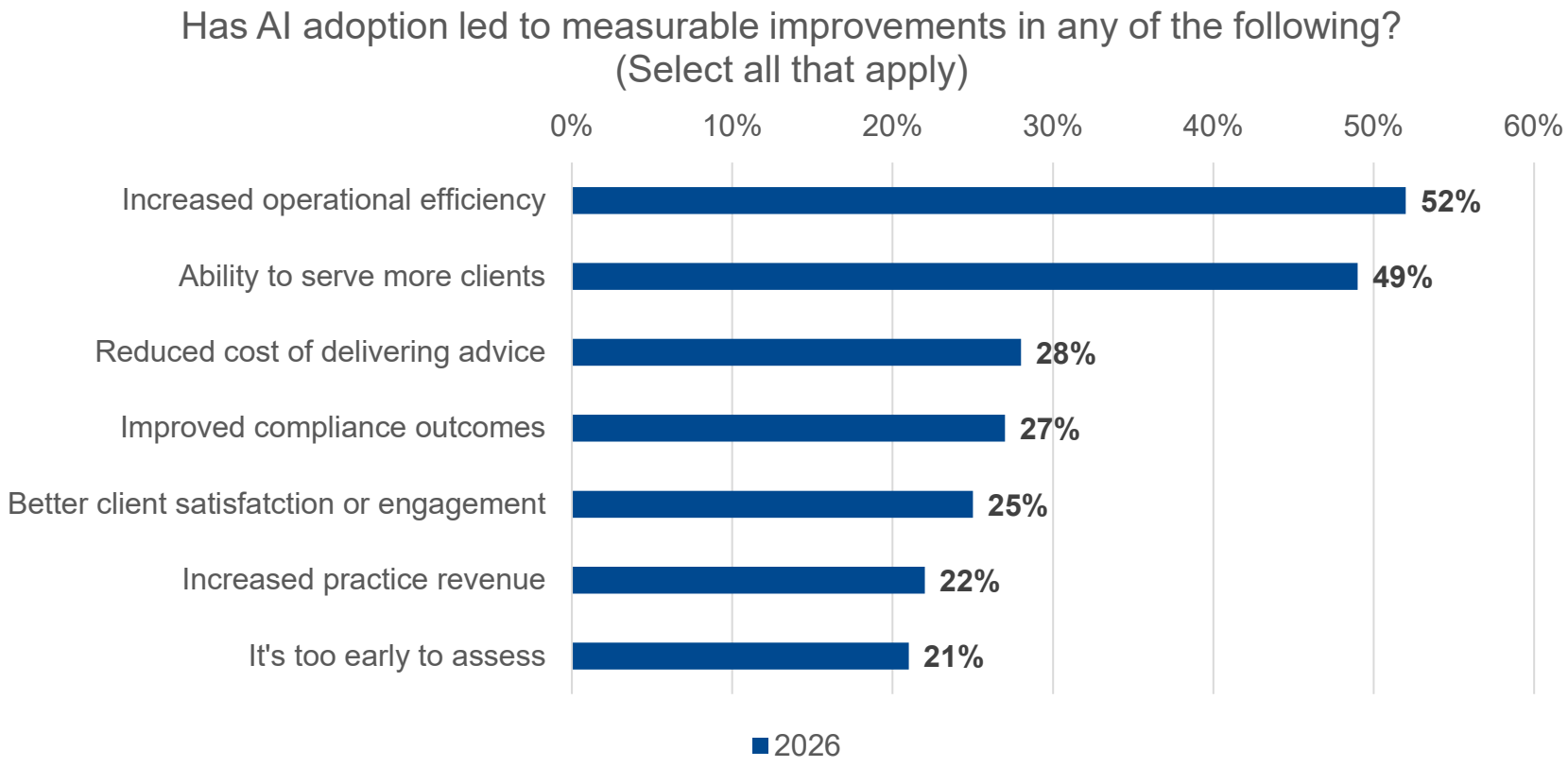
Overall, more than 9 in 10 financial planners say AI has improved their work efficiency to some degree.



9 in 10
say it's improved work efficiency

Q: Has AI improved your work efficiency?
n = 7,025 respondents (2026). Percentages may not total to 100 due to rounding.

Specifically, measurable gains reported from use of AI are increased operational efficiency (52%) and ability to serve more clients (49%).

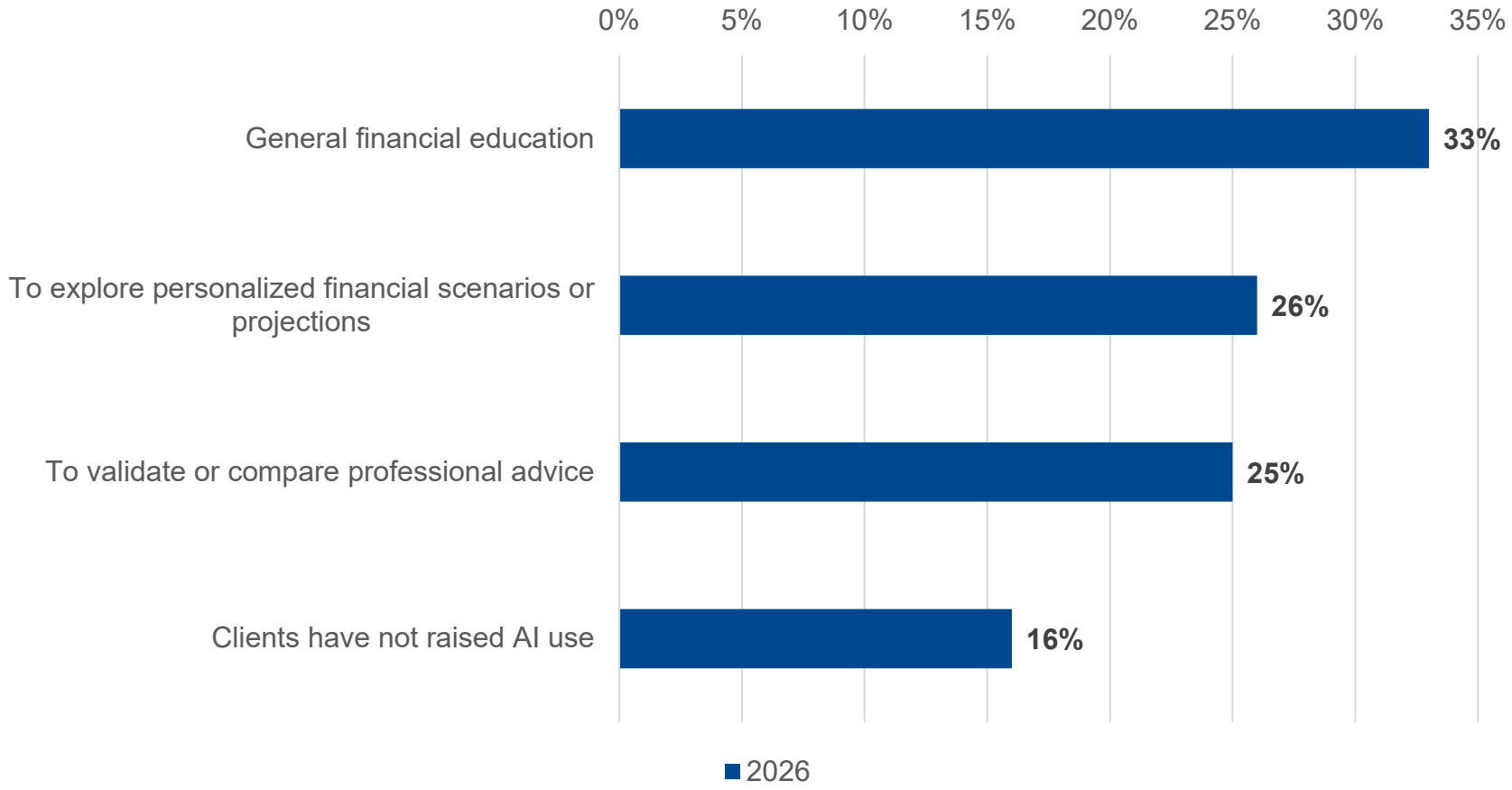


Half of financial planners report they can now serve more clients (49%)

Q. Has AI adoption led to measurable improvements in any of the following? (Select all that apply)
n = 6,960 respondents (2026)

How are clients using AI?

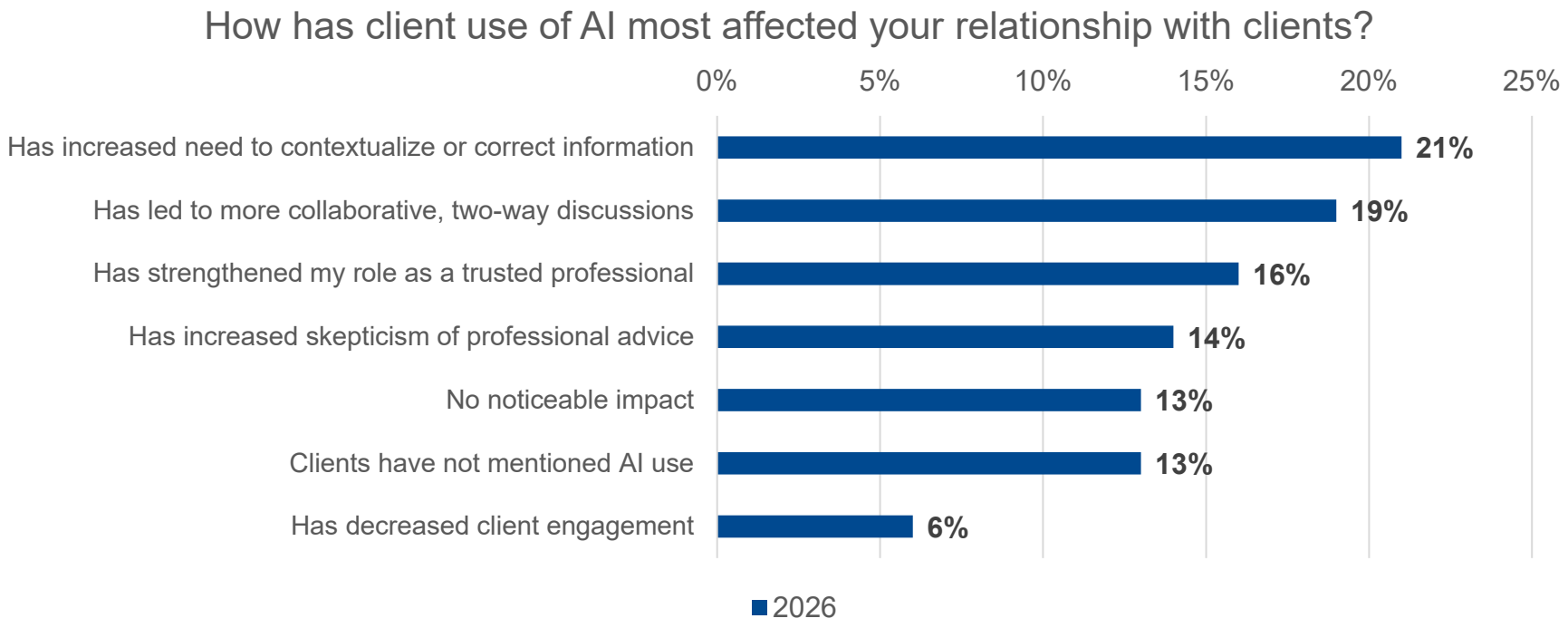
Financial planners report that when using AI for financial matters, clients most commonly use it for financial education (33%).



Q: Based on your interactions with clients, which is the most common way consumers are using AI for financial-related matters? (Select one)
n = 6,527 respondents (2026). Excludes those who selected Not applicable or Other.

The most common effect of AI on the client – financial planner relationship: Increased need for the financial planner to contextualize or correct information that clients generated by AI (21%).

For other financial planners, it's leading to more collaborative, two-way discussions with clients (19%).

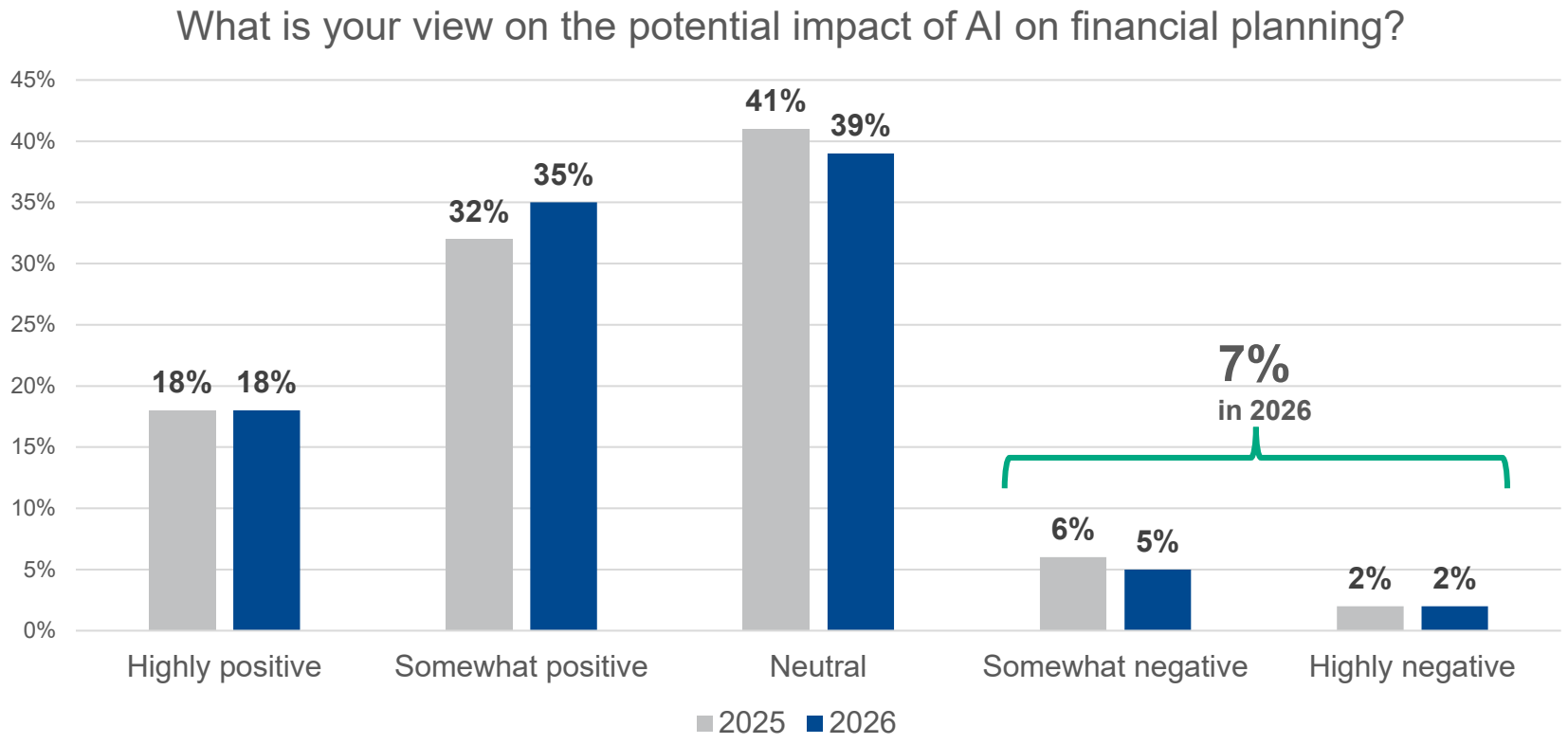


Q. How has client use of AI most affected your relationship with clients, if at all? (Select one)
n = 6,397 respondents (2026). Excludes those who selected Not Applicable or Other. Due to rounding may not sum to 100.

Outlook on AI

Better service, lower cost and increased access

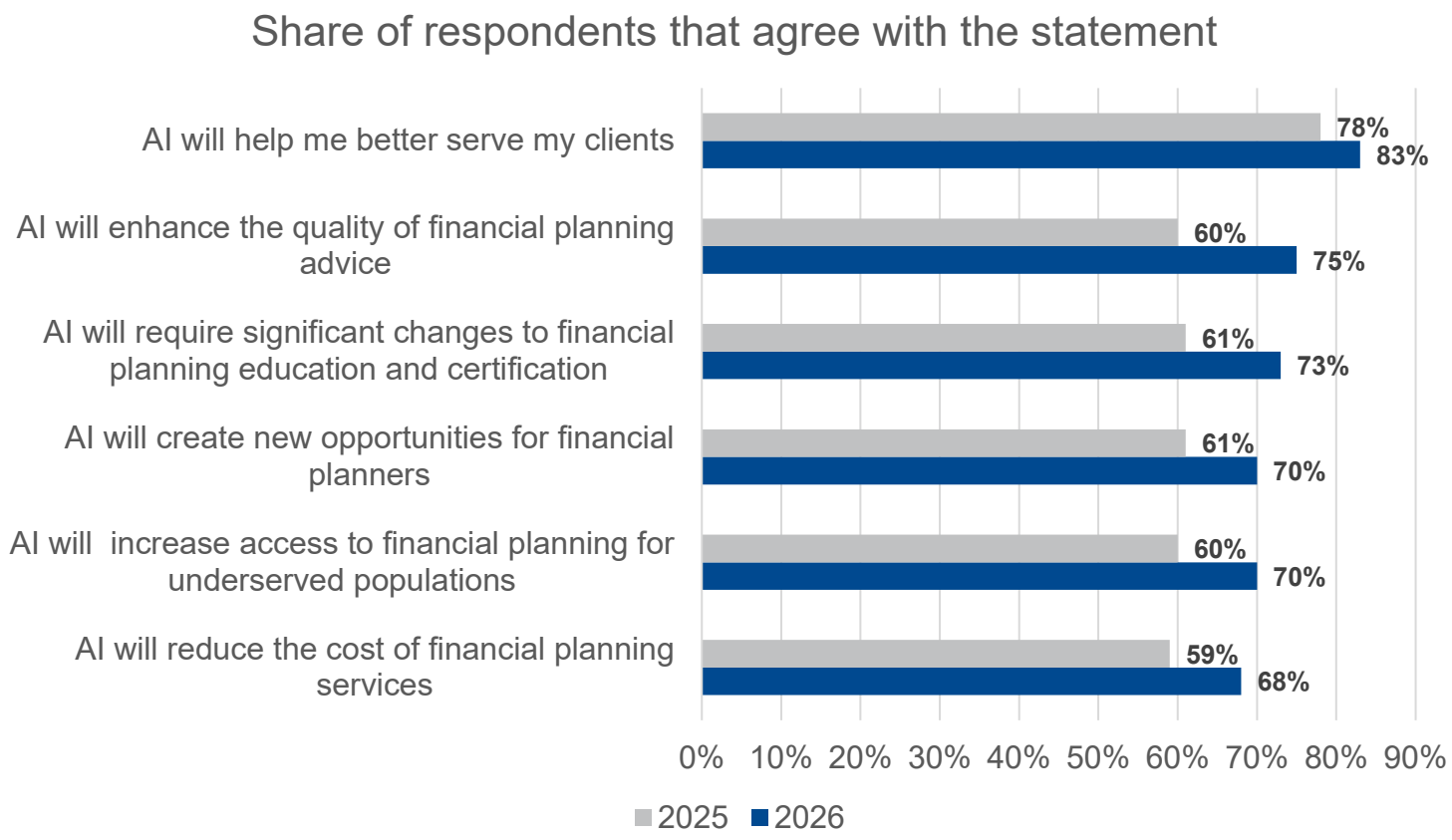
Only 7% of financial planners have a negative view of the potential impact of AI



Q: What is your view on the potential impact of AI on financial planning?
n = 5,276 respondents (2025), 7,048 respondents (2026). Percentages may not total to 100 due to rounding.

Financial planners remain overwhelmingly positive about the impact of AI.

83% expect it to help them better serve clients (up from 78% in 2025) and 75% say it will improve advice quality (up from 60%).



AI has the potential to support financial planners to better serve clients, enhance the quality of service, increase access to advice, and reduce the cost.

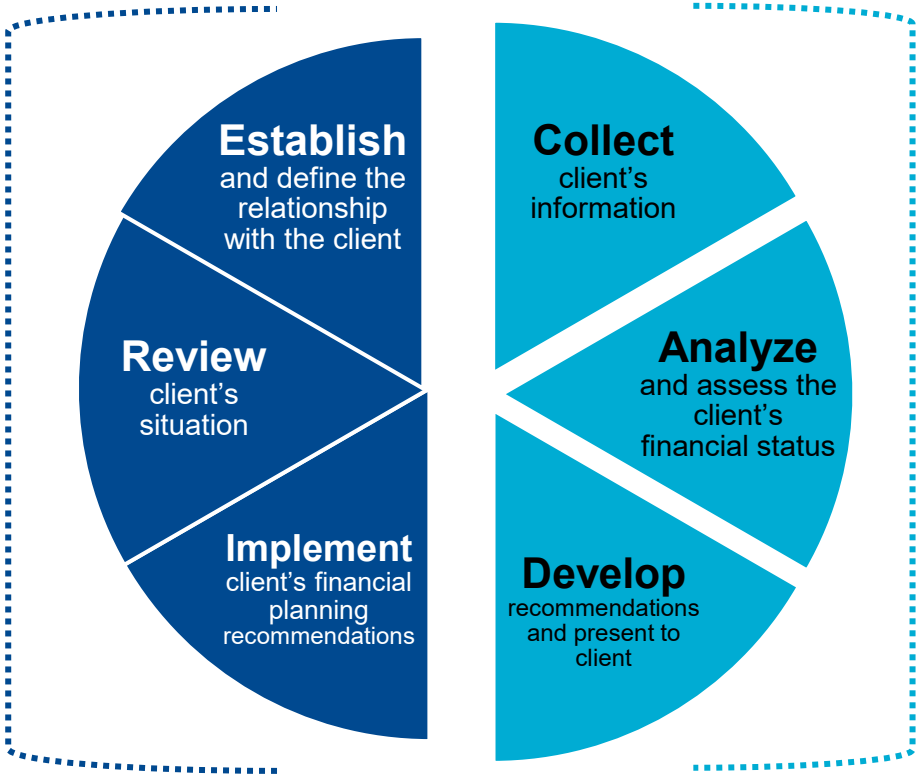
Q: To what extent do you agree or disagree with the following statements about AI's impact?
n = Respondents varied by statement from 5,221 to 5,270 in 2025, and from 6,945 to 6,957 in 2026.

The **Financial Planning Process** outlines the elements that a financial planner uses to review a client's situation. The following shows which elements have the greatest potential to benefit from AI, according to financial planners.

Financial Planning Process

Human led skills

Where the financial planner can bring their expertise including judgment, ethical reasoning, psychological and behavioral insights, context and accountability.



AI assisted elements

Where AI can be utilized by the financial planner to perform technical and administrative tasks quickly and efficiently.

Q: Which elements 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 (2025), 7,226 respondents (2026)

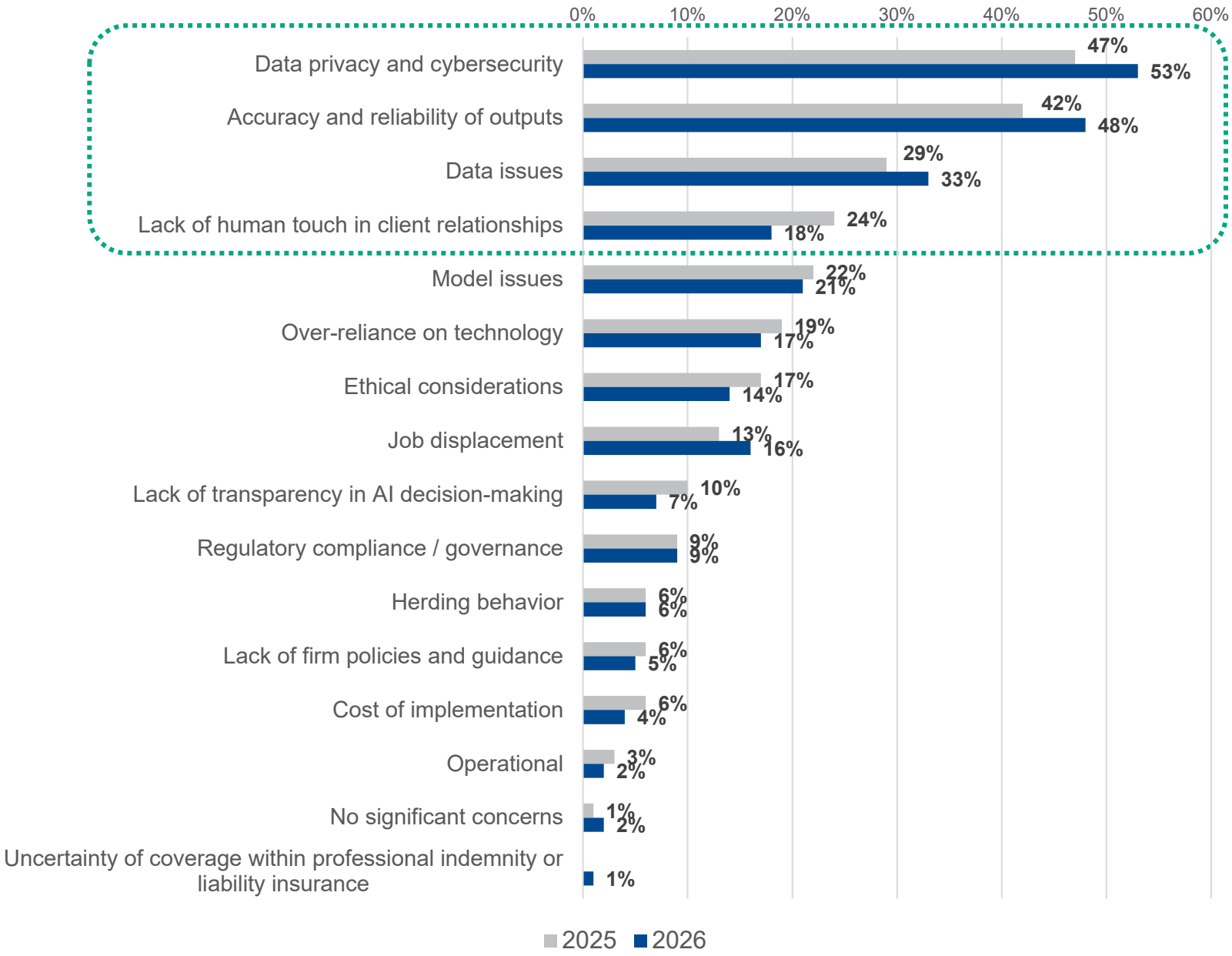
AI risks and concerns

Despite the benefits, reservations remain

Financial planners top AI concerns:

- Data privacy & cybersecurity (53%)
- Accuracy & reliability of outputs (48%)
- Data issues (33%)

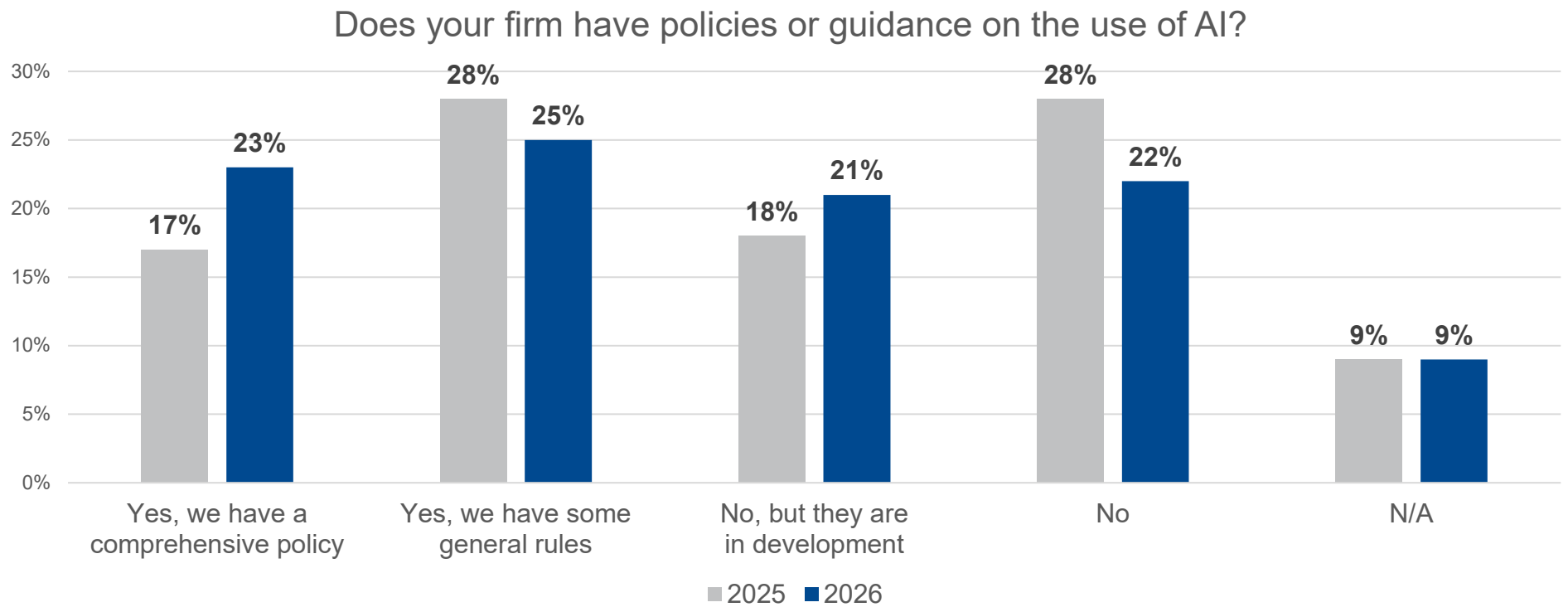
Worry about “lack of human touch” in client relationships fell from 24% to 18%.



Q: What are your primary concerns about the risks of AI on financial planning? (Select up to 3)
n = 5,275 respondents (2025), 7,048 respondents (2026). Uncertainty of coverage within professional indemnity was a new answer selection in 2026.

Policies and guidance on use of AI

Firms continue to formalize their approach to AI: comprehensive policies grew from 17% to 23%, and the share of firms with no guidance in place continues to fall.

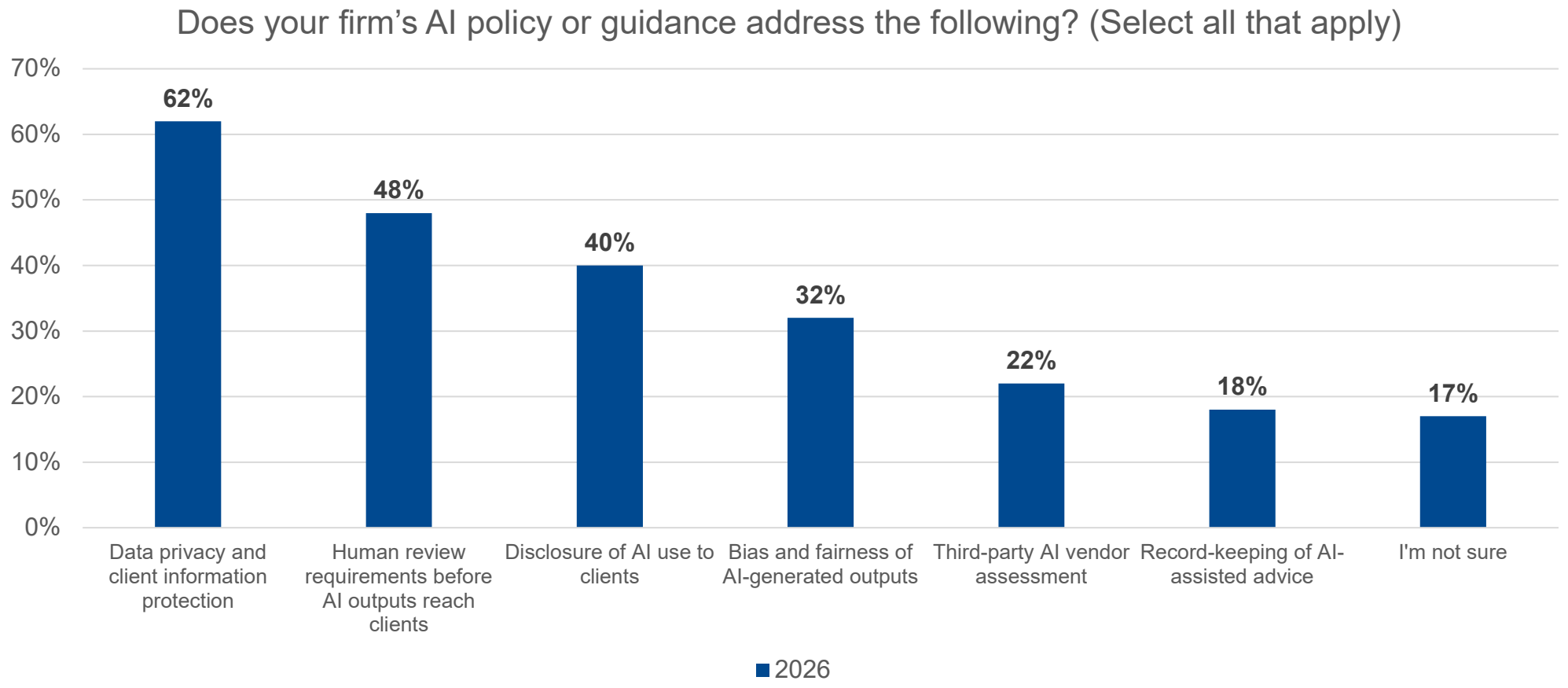


Q. Does your firm have policies or guidance on the use of AI? (Select one)
n = 5,276 respondents (2025), 7,322 respondents (2026). Percentages may not total to 100 due to rounding.

Financial planners disclose the use of AI tools to clients in a variety of ways, most commonly through the terms of engagement.

Q. When you use AI tools in delivering financial planning services, how do you disclose this to clients? (Select all that apply)
n = 7,322 respondents (2026). Excludes Not Applicable.

Among firms that have a policy or offer guidance, most address data privacy and protection of client information

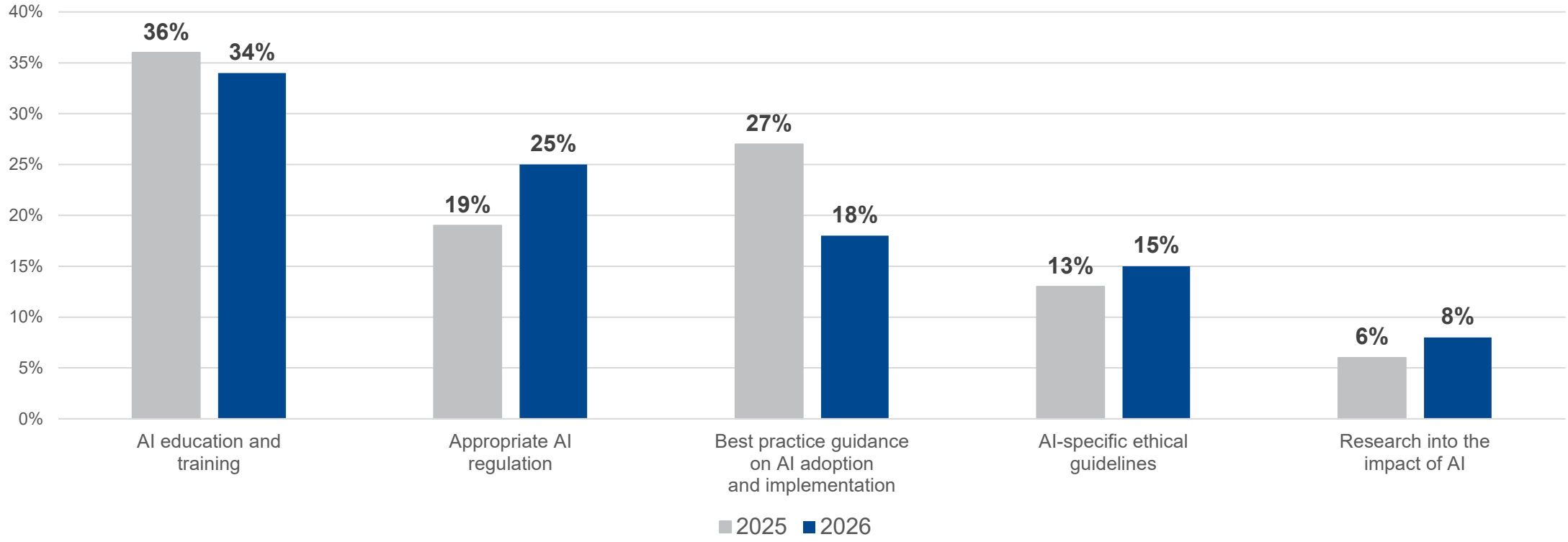


Q. Does your firm's AI policy or guidance address the following? (Select all that apply)
n = 4,270 respondents (2026). Excludes Other.

Equipping the profession

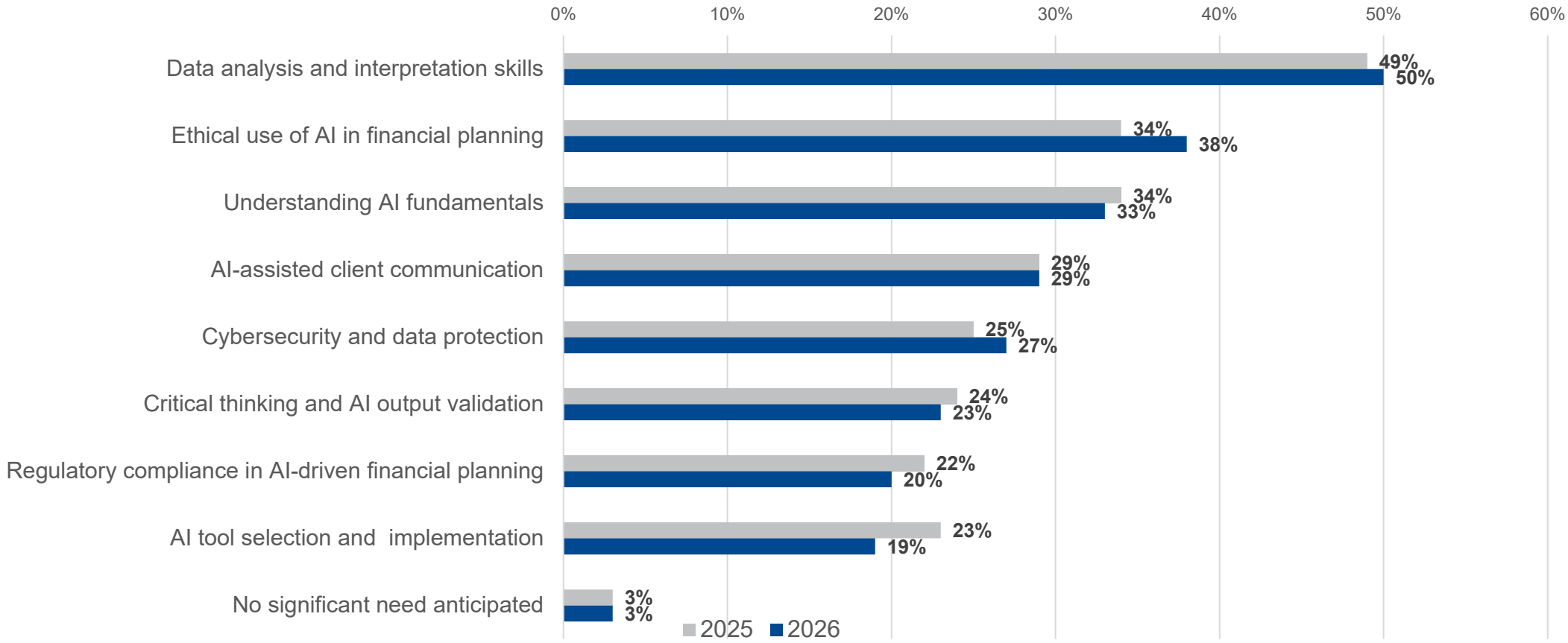
To ensure safe and responsible AI use

Financial planners name education and training (34%) as the single initiative that would make AI use safer and more responsible.



Q: Which single initiative would most improve the safe and responsible use of AI in financial planning? (Select one)
n = 5,272 respondents (2025), 7,001 respondents (2026). Percentages may not total to 100 due to rounding.

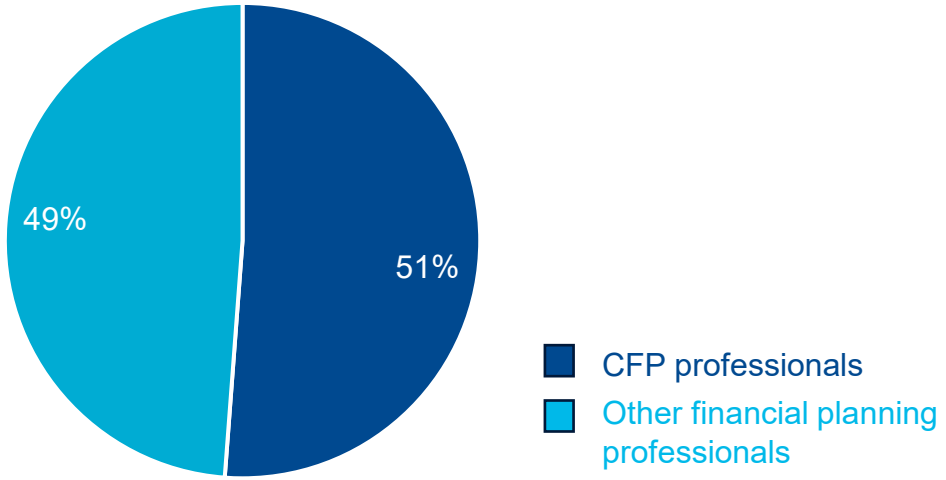
1 in 2 financial planners want more training in data analysis and interpretation.



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 (2025), 7,048 respondents (2026). Excludes that selected Other.

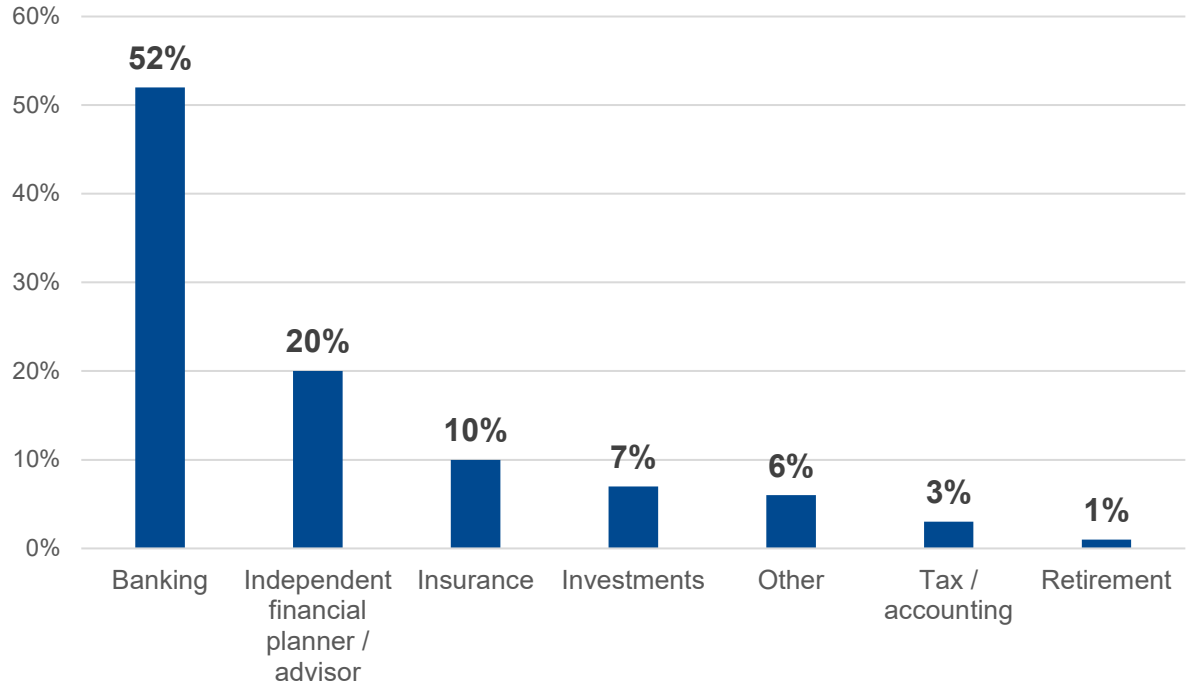
Demographics

Are you a CFP professional?



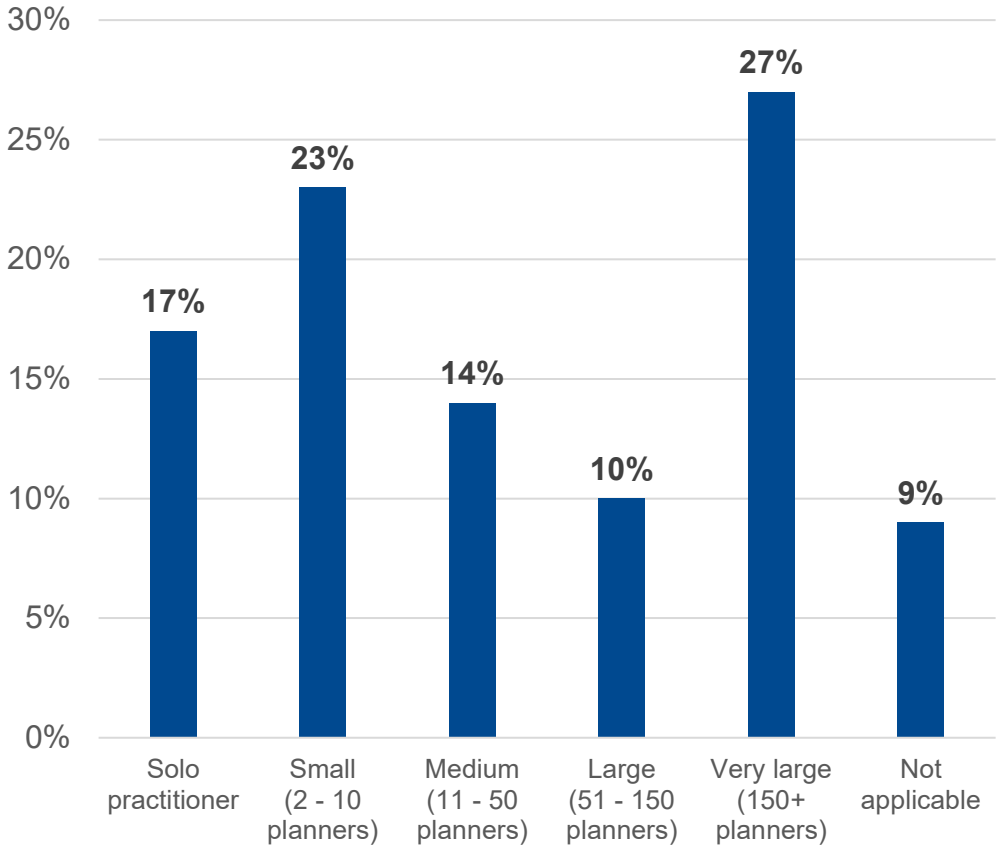
n = 8,095 respondents (2026)

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



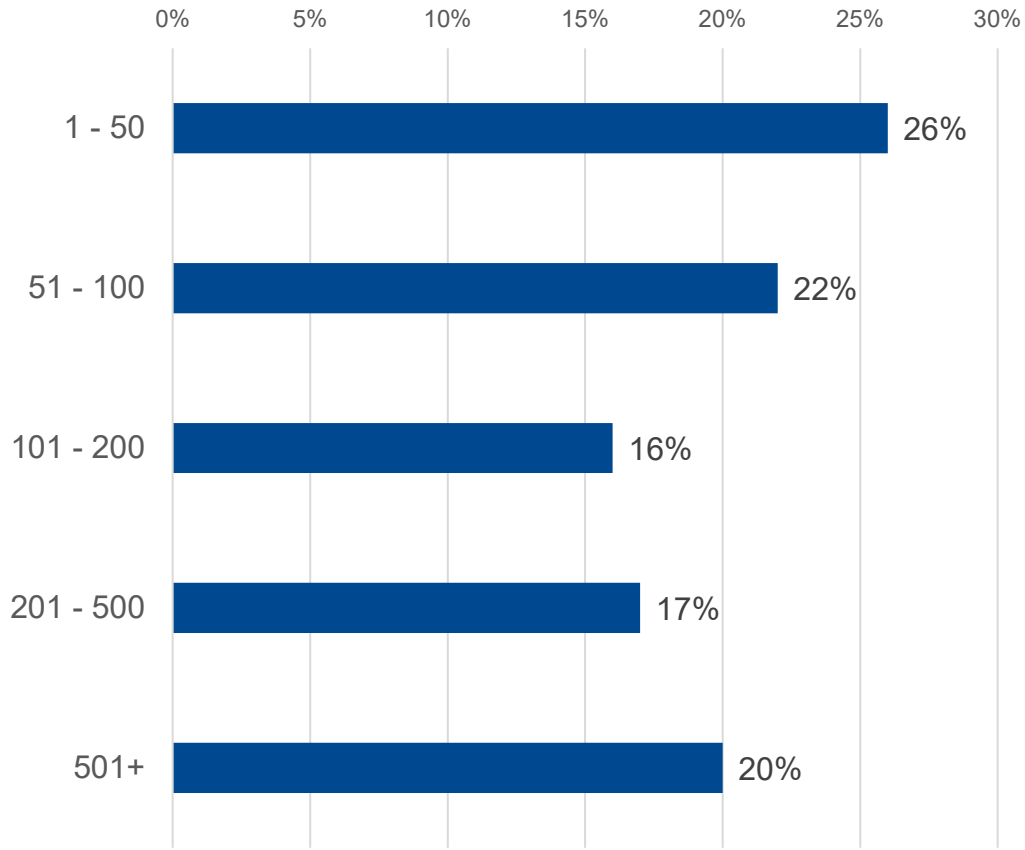
Q: In which segment of the financial services industry do you primarily work?
n = 8,094 respondents (2026). Due to rounding may not sum to 100.

What is the size of your financial planning firm?



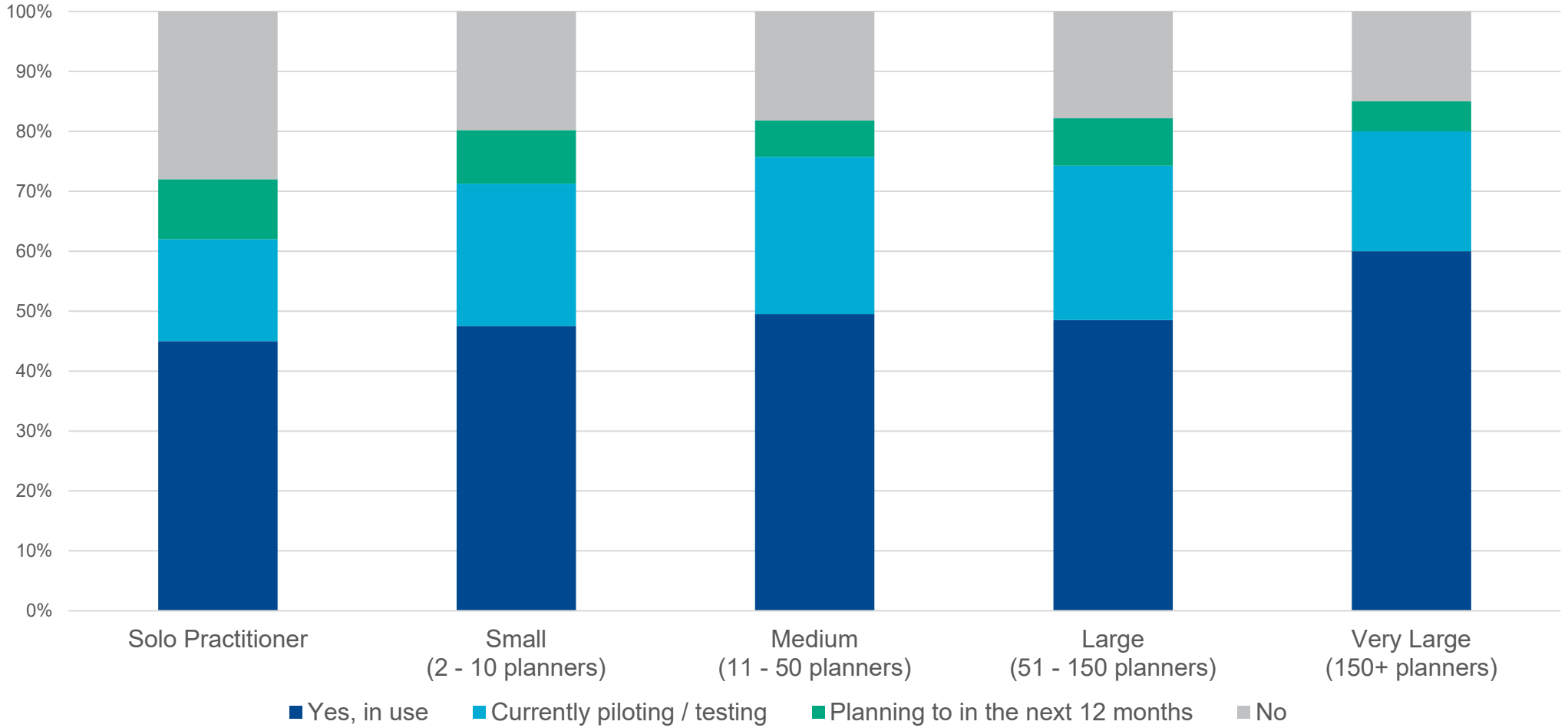
Q: What is the size of your financial planning firm?
n = 8,095 respondents (2026)

How many clients do you personally serve?



Q: How many clients do you personally serve?
n = 6,647 respondents (2026). N/A responses not included.

AI Usage by Firm Size



Q: Has your firm adopted AI technology?
n = 7,265 (2026). N/A responses not included.

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 29 territories. There are 236,300 CFP professionals worldwide. For more, visit fpsb.org

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