

SESSION ONE

The State of AI in Advisory Firms

What's Real vs. Hype

Where I Sit

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Agenda

- AI Vibe Check
- A Story From My Desk
- Ways to Think About LLMs
- Use Cases
- Red Flags
- Where We're Going



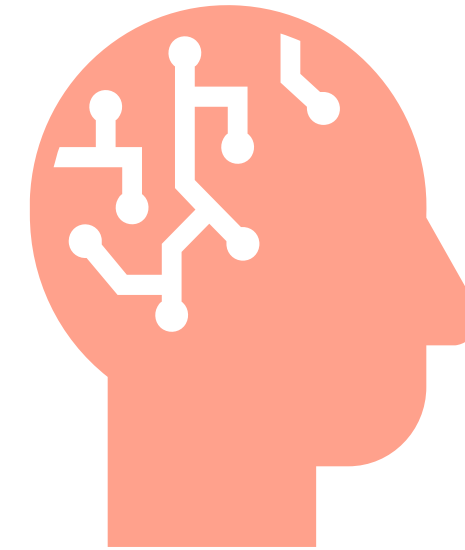
AI Vibe Check

71%

of executives plan to adopt GenAI in the next three years

73%

say AI is critical to their organization's future



51%

of wealth managers are proceeding with AI implementation

44%

are still learning, have not started adopting

5%

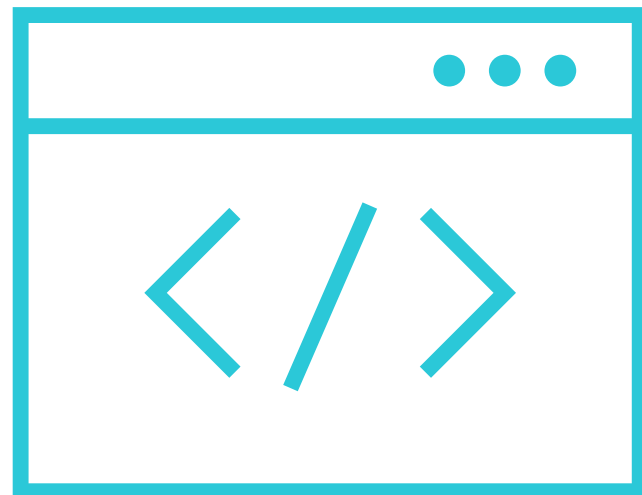
have no plans to use AI



A Story From My Desk

”

“Add instructions for this SOQL query





Deterministic vs. Probabilistic

Probabilistic AI

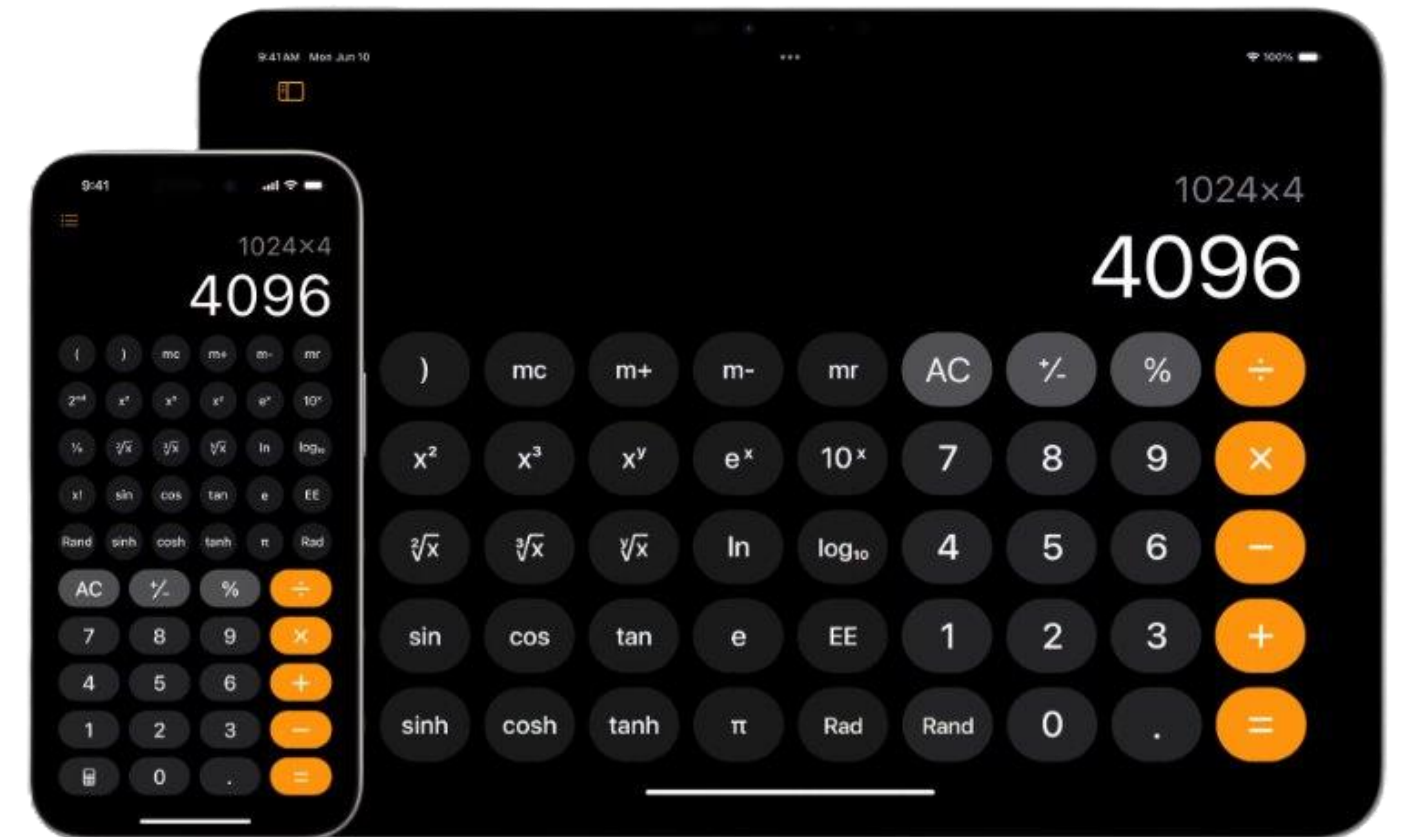
Output it based on statistical models
and probability distributions,
With varying output.




An Unreliable Calculator

A probabilistic tool for a deterministic task

- Researchers found there's a 40% chance an AI chatbot will get simple math problems wrong
- In the finance and economics domain, leading AI models are unstable 78% of the time



**Given the risks, what
guardrails are in place?**



Conversational AI Isn't for **Everyone**

For some roles, chatting with an agent may **slow things down**

Where AI Shines



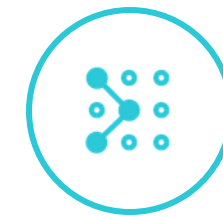
Conversation

Explores a topic interactively, in plain language



Synthesis

Finds patterns across large volumes of unstructured text



Drafting

Produces a working first draft from a prompt or template



What's Real

Three areas where AI is making inroads

Meeting Capture

Going Beyond Notetaking

- “Standalone AI notetaking is no longer a viable product category.” Ezra Group
- Jump and Zocks are repositioning as agentic operating systems
- Integration between notetakers and the CRM are shallow

The screenshot displays a meeting capture interface for a meeting titled "RMD Meeting". It is divided into several sections:

- Key Details:** Shows the meeting time as "Wed, Dec 17 3:23 PM - 4:23 PM", participants "Hammond, James and Monica", the organizer "Oliver Cross(Organizer)", a Teams meeting link, and a status "Notetaker enabled".
- Meeting Summary:** Contains three main topics:
 - Portfolio Review and Income:** Oliver reported the household portfolio rose from funded primarily from dividends and bond interest, with typical expenses around \$8,500. James and Monica see growth potential with income and stability; both are on track.
 - Cash Flow and RMDs:** Because both clients turned 73 last year, RMDs are ongoing \$78,000 of distributions—drawn large and transfer the proceeds to their checking accounts.
 - Gifting and Family Support:** James and Monica plan to help their granddaughter from a tax perspective, each client may gift up to \$18,000, split the amount (\$12,500 each) and remain within the annual exclusion.
- Follow-up Assistant:** Titled "Relationship Brief", it lists four topics: "Future Tax Planning", "Milestone Events", "Investment Management", and "Retirement". It also lists three action items:
 - Hammond, James and Monica - Meeting
 - Prepare \$25,000 gift transfer paperwork for granddaughter
 - Process \$2,000 RMD top-up for James and Monica
- Smart Note:** Titled "Relationship Brief", it includes an "Overview" section and "Key Fields" showing "AUM: \$1,605,483 | Client Segment: Gold".



Are you building a silo?

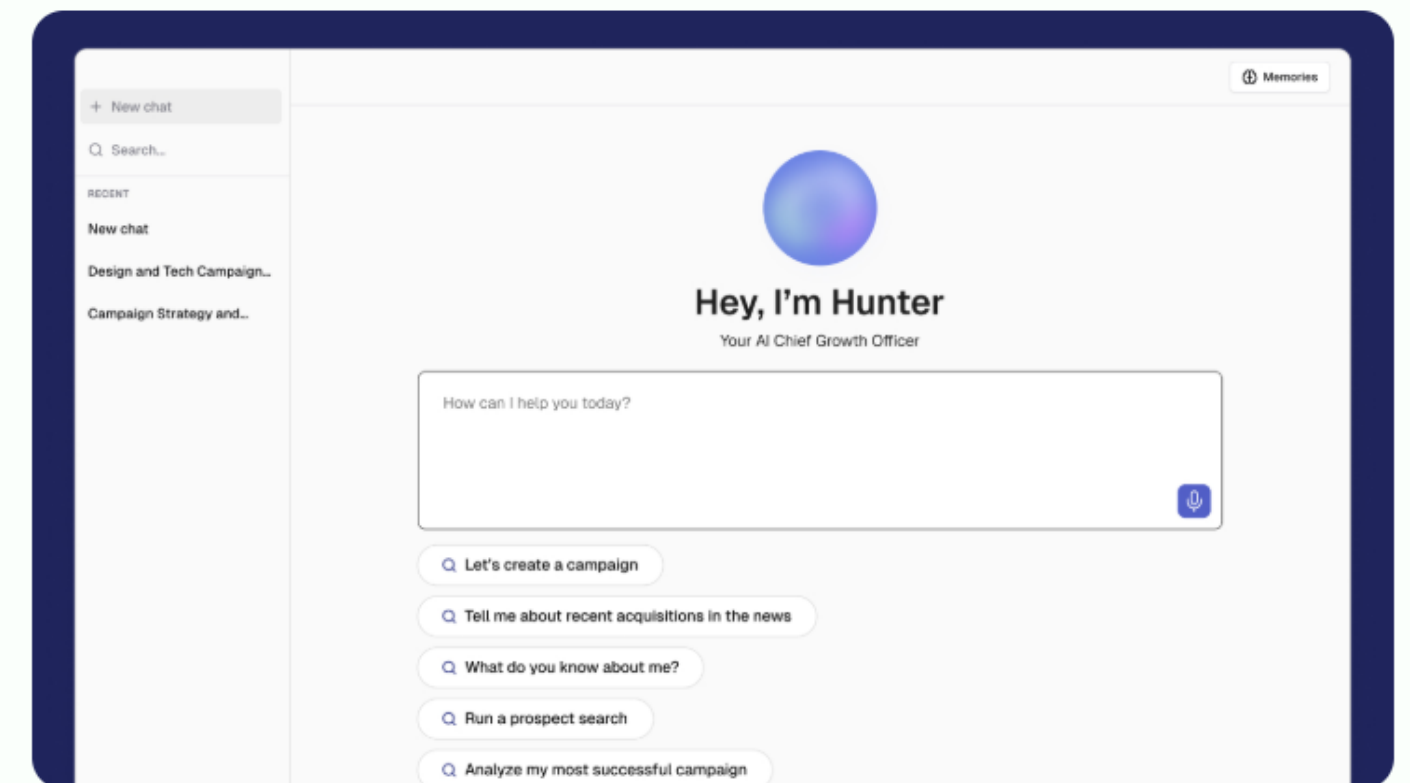
Lead Generation

Improved matching, same math

- Creates a profile of the advisor and the prospect
- Unique matching score
- Saturation problem persists

FINNY

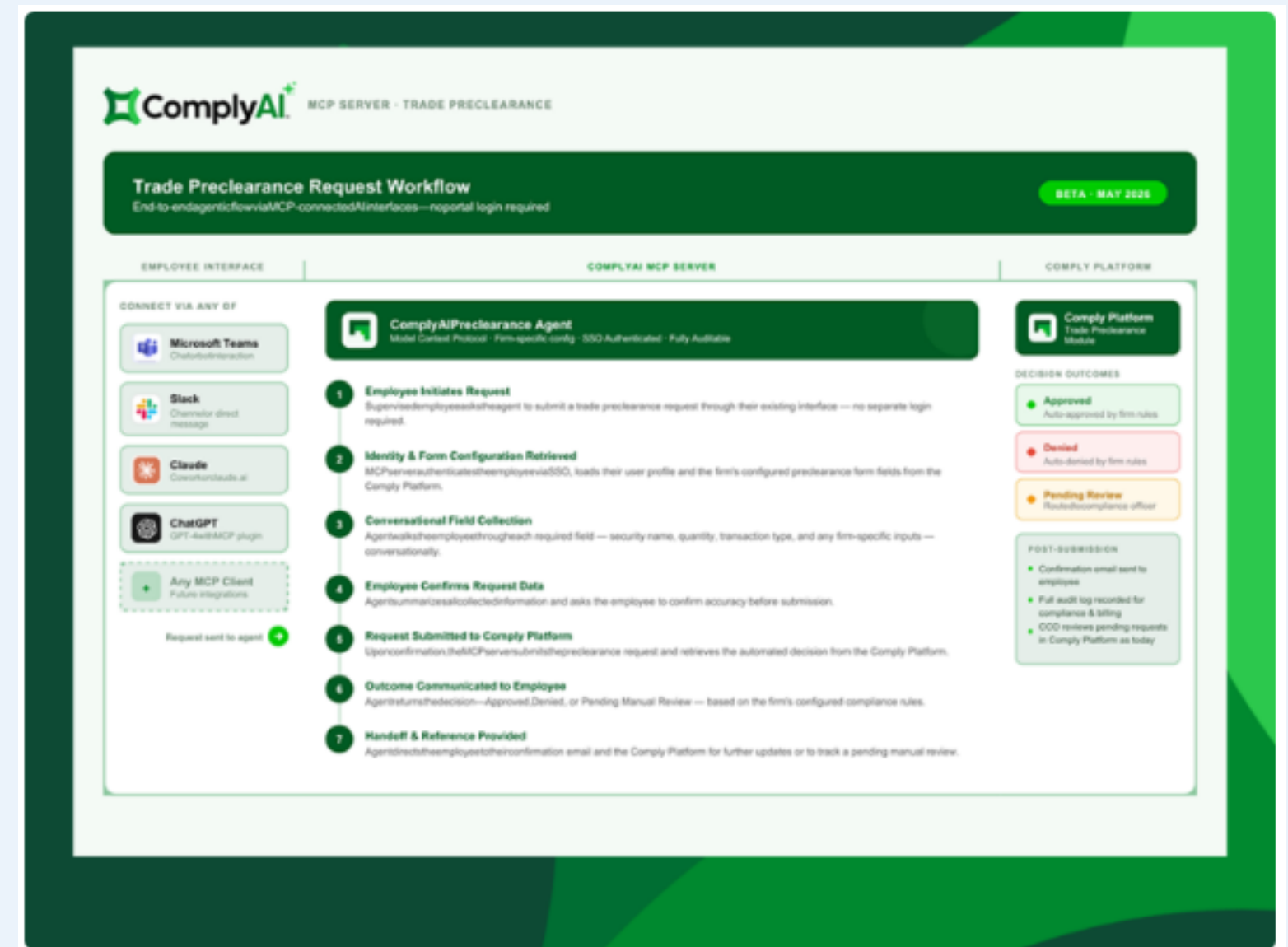
Announcing Hunter: Your AI Chief Growth Officer



Compliance

Going Beyond Spot Checks

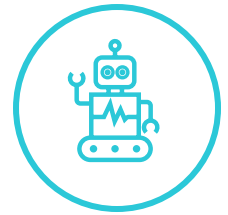
- Comply AI provides guidance grounded in firm policies
- AI is good at monitoring and alerting
- Think about auditability
- FINRA recommends “human in the loop” agent oversight protocols or practices



Red Flags

Things to look out for

Buyer Beware



“Agentic” as a Buzzword

Agents are **autonomous** and perform **actions**



Actions-Based Pricing

What constitutes an **action** and is it **auditable**?



AI Without Your Data

How much does the model **know** about your clients?

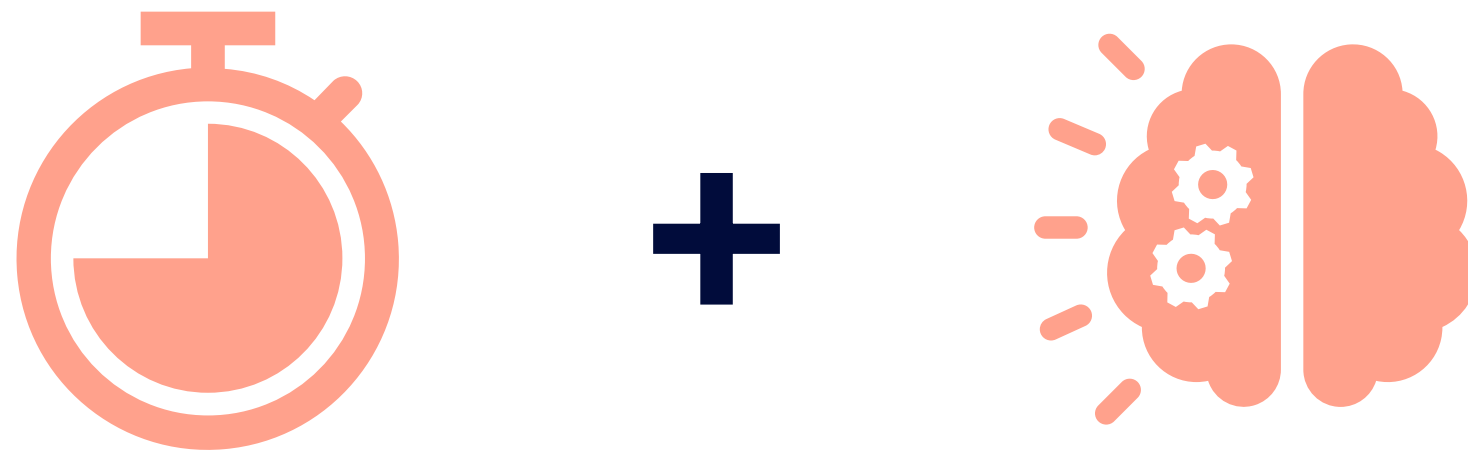


Where We're Going

The Future of AI in Practifi

From Efficiency to Expertise

- AI up to this point has been focused on saving you time
- The next wave is about thinking with you, not just working for you





Ask Questions



Thank You!



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Learning Team | Practifi