

2025

GLOBAL ADVISOR STUDY EXECUTIVE SUMMARY

Growth and Marketing

Client Experience

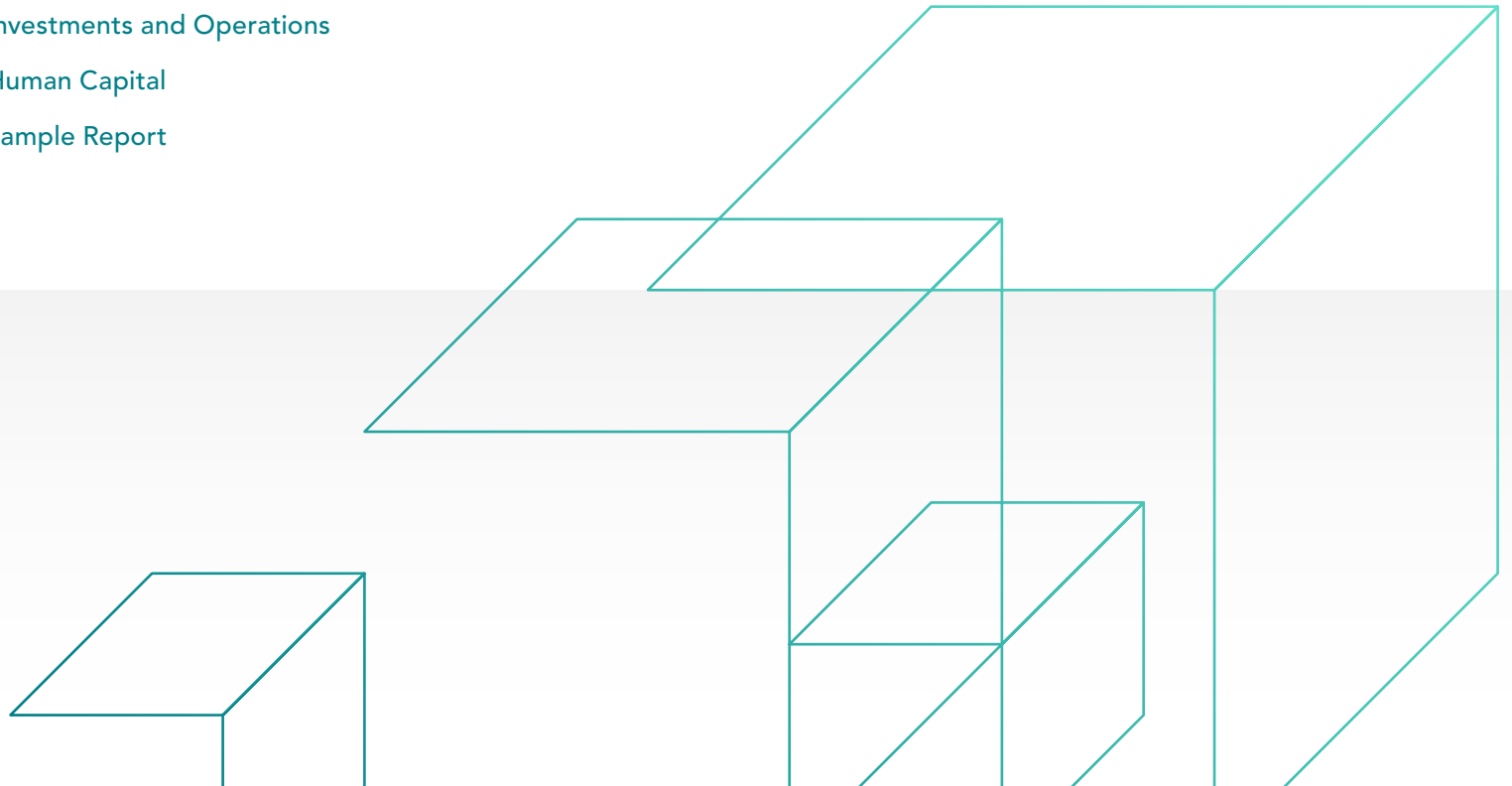
Strategic Planning

Income Statement

Investments and Operations

Human Capital

Sample Report

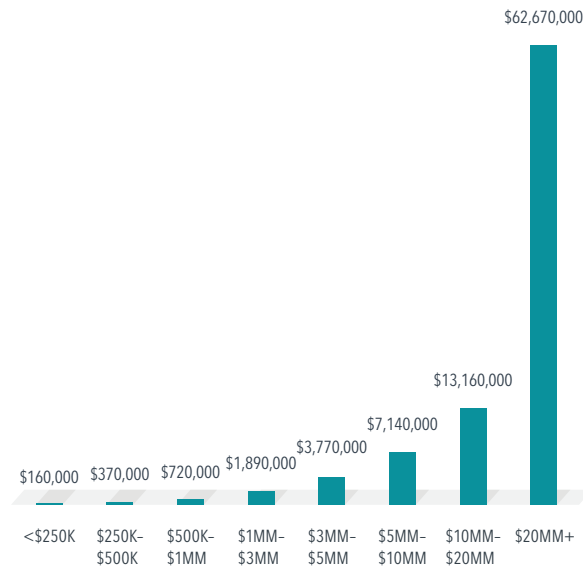


As a key part of *Dimensional 360®*, the Global Advisor Study provides advisory firms with strategic insights into their businesses through the delivery of customized benchmarking results. This data allows firms to compare their business to those of like-minded peers and to consider best practices for driving growth and business value. Dimensional's 2025 Global Advisor Study captured insights from 868 global advisory firms (US: 515) managing approximately \$656 billion USD in total assets (US: \$580B). Results were customized to show participants' responses compared to those of their revenue-based peer groups. The 2025 study focused on core business analytics, with optional modules covering income statement, roles and compensation, client experience, equity and ownership, and technology. This report is reflective of the 515 US firms that participated in 2025. Please contact your Regional Director if you have questions or would like to participate in our next annual study.

Average Business Revenue

\$6,760,000

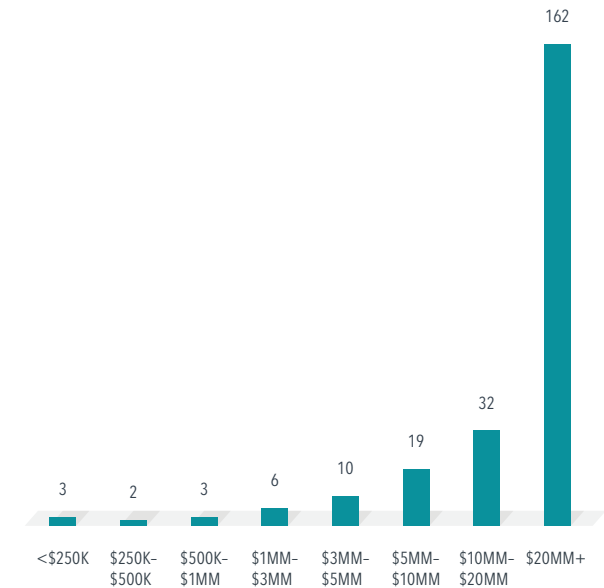
Average USD Revenue by Peer Group



Percentage of US Participants by Peer Group



Average Full-Time Equivalents by Peer Group



*Dimensional 360® is a suite of services available to an elite community of financial professionals who work with Dimensional Fund Advisors. Learn more [here](#).

Growth and Marketing

Average Assets under Management

\$1,049,993,000

Median Revenue Growth Rate

17.8%

Average Assets under Advisement

\$84,540,000

Median Household Growth Rate

5.0%

Average Total Billable Assets (TBA)¹

\$1,134,470,000

Median TBA Growth Rate

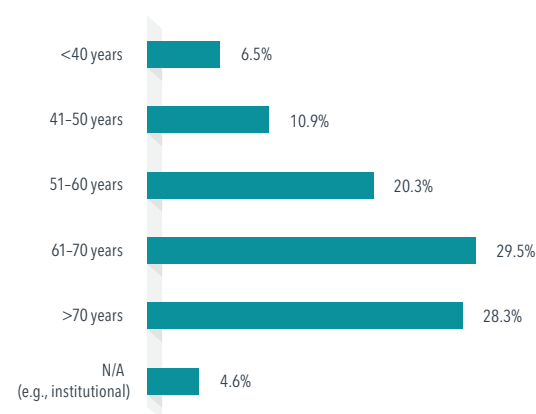
15.5%

Top Channels of New Client Growth

1. Referrals from existing clients
2. Advisor business development
3. Referrals from centers of influence (COI)
4. Digital marketing

Client Experience

Average Total Billable Assets by Age Range



Average Percentage of
Clients Decumulating Assets

33%

Strategic Planning

Top Growth Challenges

1. Capacity constraints
2. Building/improving existing client referral process
3. Sourcing prospective clients

Revenue per Full-Time Equivalent

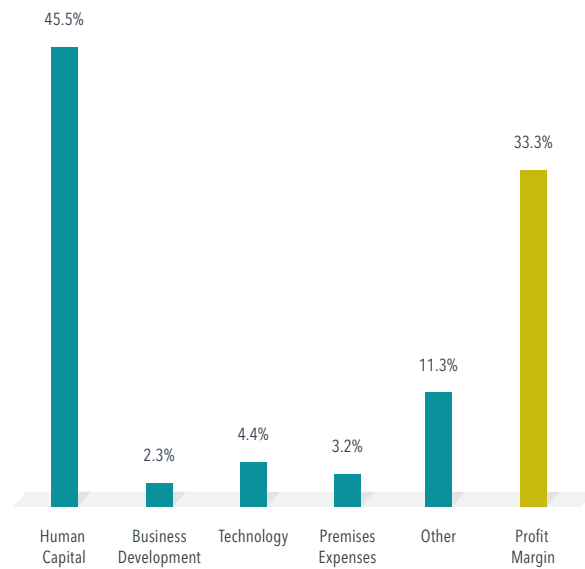
\$358,878

Revenue per Senior Advisor

\$1,463,894

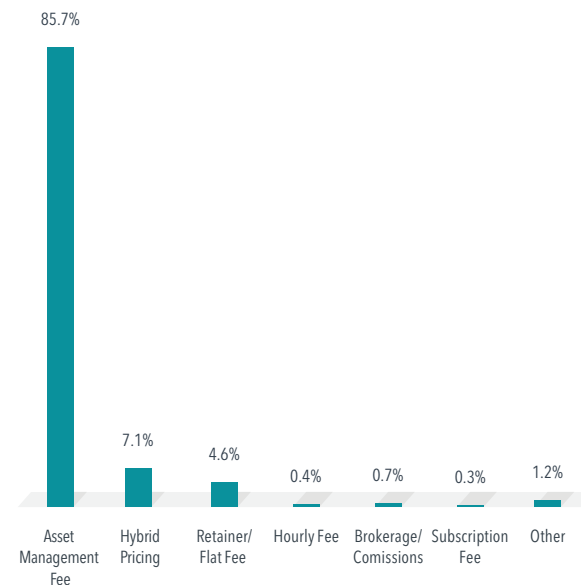
Income Statement

Average Breakdown of Expenses (as a Percentage of Revenue)



Investments and Operations

Average Primary Fee Structure Breakdown



Human Capital

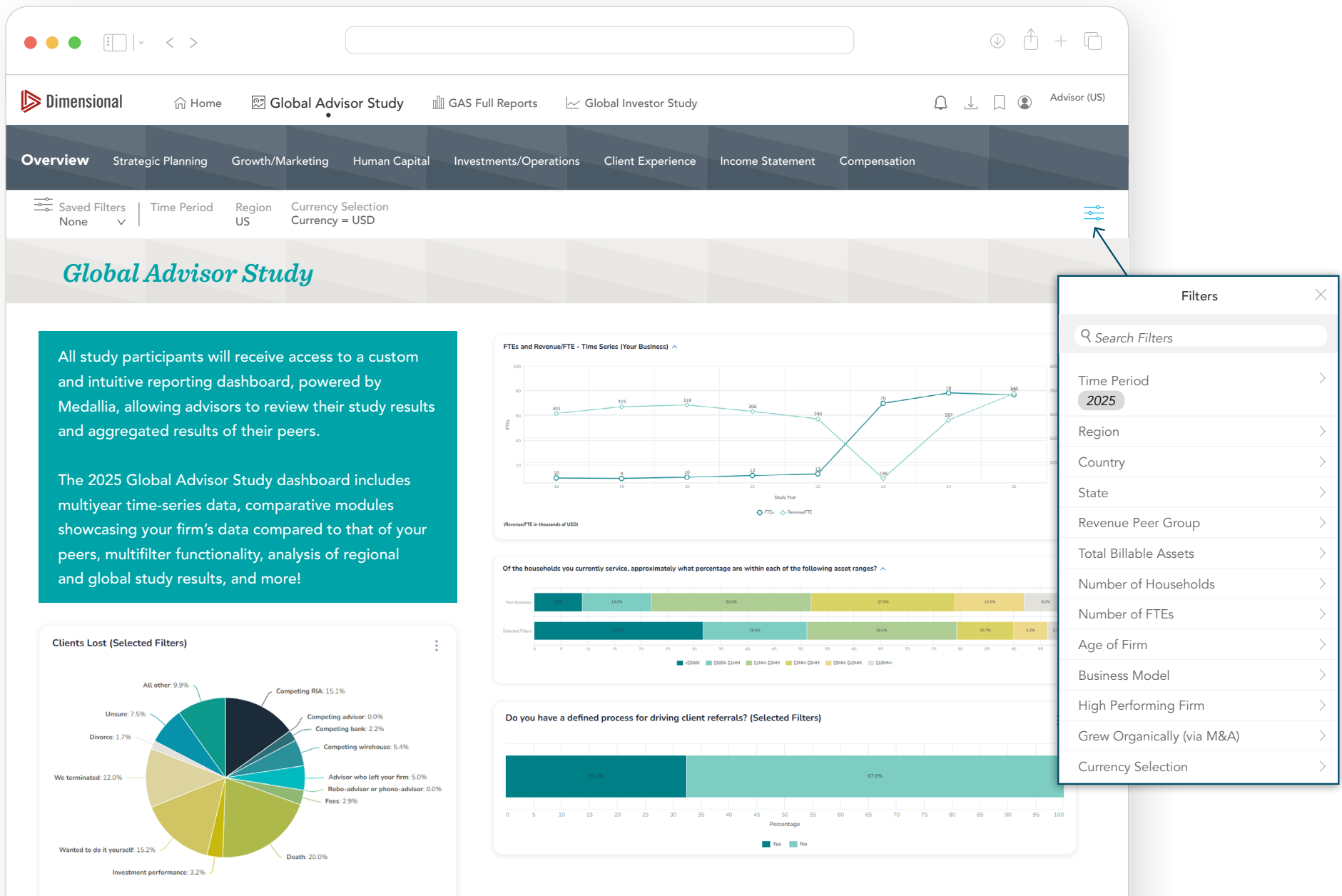
Headcount by Team



Growth Driver for High Performing Firms²

In general, revenue growth was significantly higher in 2024 (median of 17.8%) as compared to 2023 (median of 6.9%). Just like in prior years, in 2024, the median revenue growth rate was higher for High Performing Firms (23.1%), as compared to Other Firms (15.6%). When looking only at organic revenue growth (excluding revenue gained from M&A activity), we still see a large gap: 22.9% versus 15.3%.

Sample Report





Global Investor Study

Insights into your firm—from a client's point of view

As your firm grows and evolves, knowing how your clients feel and what they value most is more important than ever.

The Global Investor Study helps you gather direct feedback on how your firm can deliver a better client experience and use the insights gained to better identify the clients you most want to replicate.

Learn more at [Dimensional.com](https://dimensional.com).

Questions about Dimensional's Global Advisor Study or Global Investor Study?

Contact your Dimensional representative or email the Practice Management team at practice_management@dimensional.com.

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1. Total Billable Assets = Assets under Management + Assets under Advisement.
 2. Dimensional defines the universe of High Performing Firms as the top-rated quartile of firms across five key metrics: revenue growth, client retention, employee retention, profit margin, and revenue per advisor.

Results are from the 2025 Global Advisor Study as of June 2025. All information in this report is given in good faith. The information in this report reflects all information as reported to Dimensional by study respondents. Any written responses provided to Dimensional by study respondents are provided in this report as reported and were not changed or edited by Dimensional in any way. Dimensional has not undertaken and will not undertake any independent verification or confirmation of any facts reported to it and set forth herein. Dimensional is under no obligation to, and does not undertake to, advise the recipient of any changes to any information presented herein of which it may become aware. Dimensional does not accept any responsibility and cannot be held liable for any person's use of or reliance on the information and opinions reported herein.

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