

2025

GLOBAL ADVISOR STUDY

EXECUTIVE SUMMARY

[Growth and Marketing](#)

[Client Experience](#)

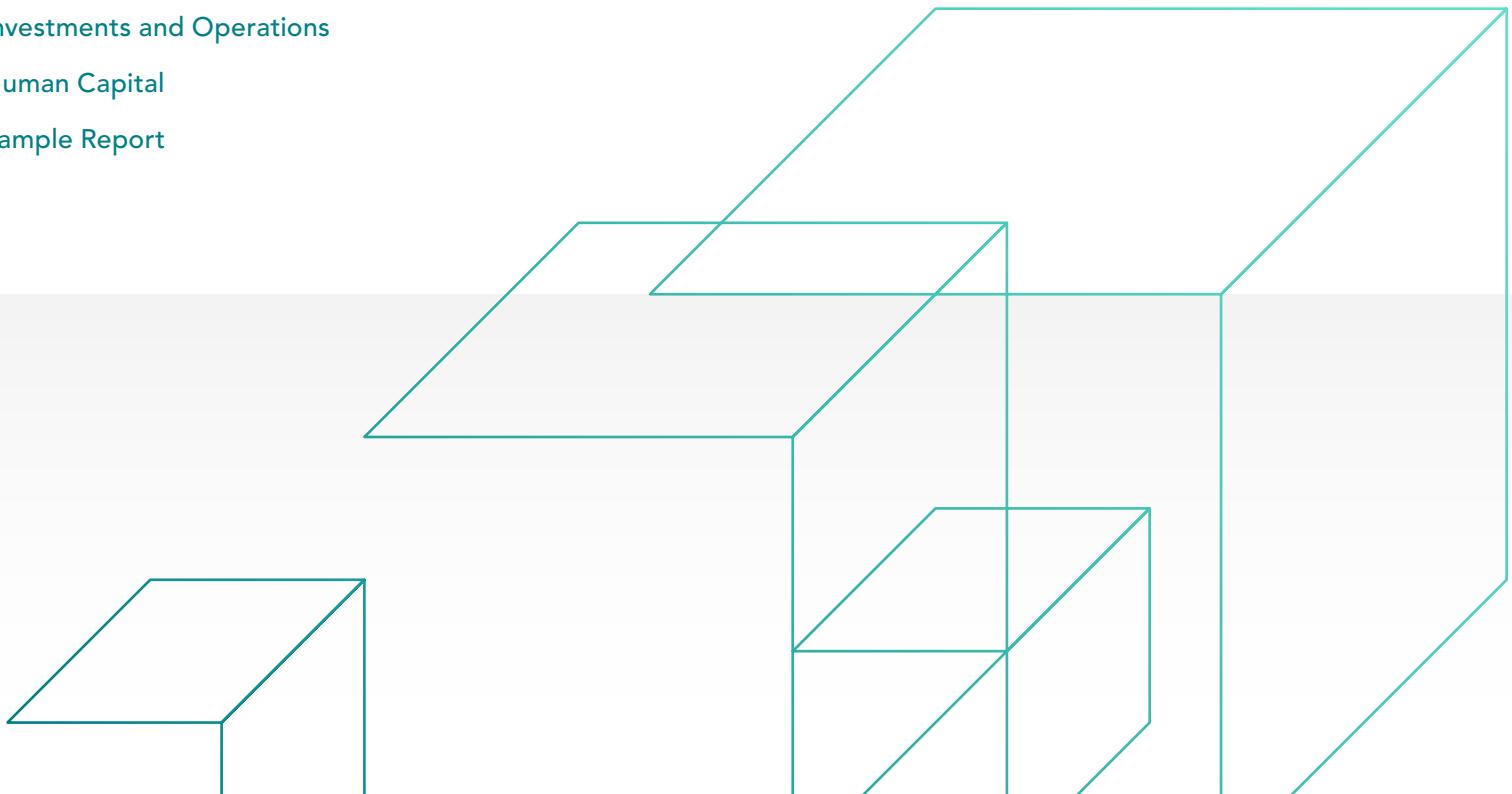
[Strategic Planning](#)

[Income Statement](#)

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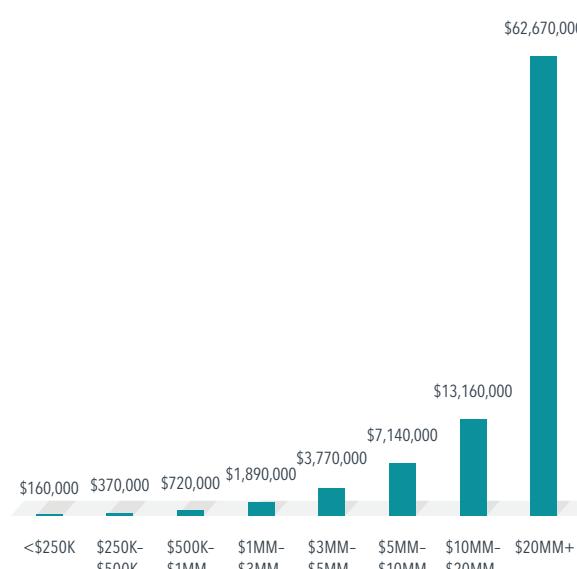


As a key part of *Dimensional 360®*, the Global Advisor Study provides advisory firms with strategic insights into their businesses through the delivery of customized benchmarking results. This data allows firms to compare their business to those of like-minded peers and to consider best practices for 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

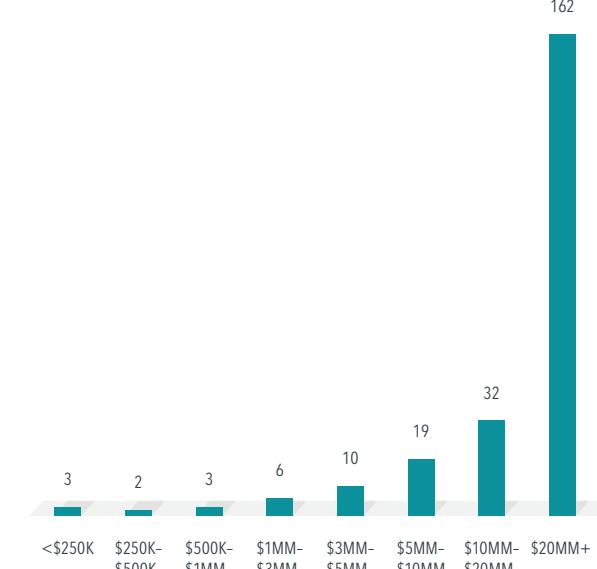
Average USD Revenue by Peer Group



Percentage of US Participants by Peer Group



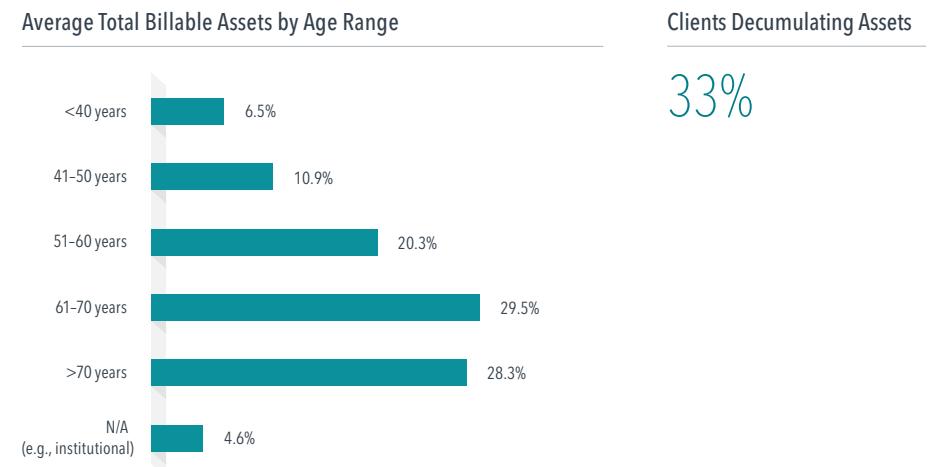
Average Full-Time Equivalents by Peer Group



Growth and Marketing

Average Assets under Management	Median Revenue Growth Rate
\$1,049,993,000	17.8%
Average Assets under Advisement	Median Household Growth Rate
\$84,540,000	5.0%
Average Total Billable Assets (TBA) ¹	Median TBA Growth Rate
\$1,134,470,000	15.5%

Client Experience



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

Strategic Planning

Top Growth Challenges

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

Revenue per Full-Time Equivalent

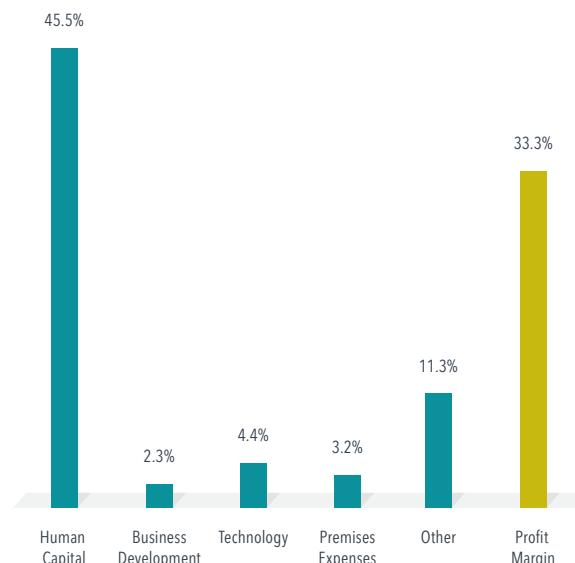
\$358,878

Revenue per Senior Advisor

\$1,463,894

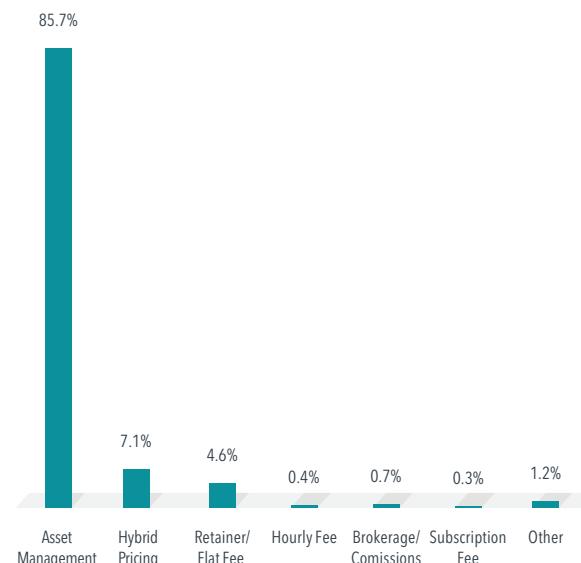
Income Statement

Average Breakdown of Expenses (as a Percentage of Revenue)



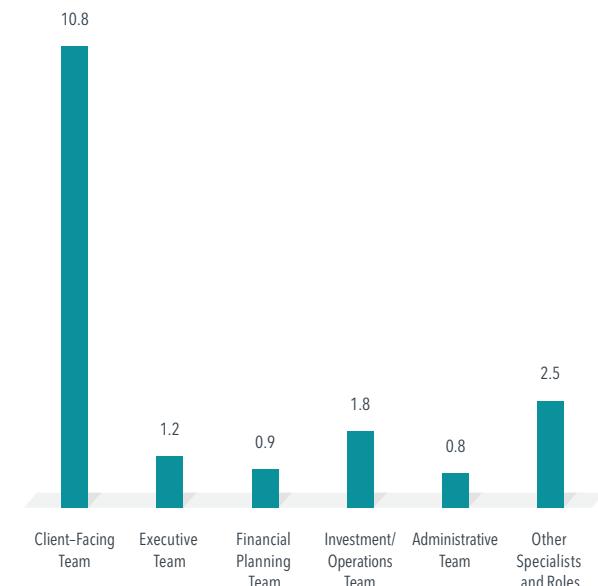
Investments and Operations

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

Sample Report

Global Advisor Study

Overview Strategic Planning Growth/Marketing Human Capital Investments/Operations Client Experience Income Statement Compensation

Saved Filters None | Time Period Region US Currency Selection Currency = USD

Global Advisor Study

All study participants will receive access to a custom and intuitive reporting dashboard, powered by Medallia, allowing advisors to review their study results and aggregated results of their peers.

The 2025 Global Advisor Study dashboard includes multiyear time-series data, comparative modules showcasing your firm's data compared to that of your peers, multiframe functionality, analysis of regional and global study results, and more!

Clients Lost (Selected Filters)

FTEs and Revenue/FTE - Time Series (Your Business)

Of the households you currently service, approximately what percentage are within each of the following asset ranges?

Do you have a defined process for driving client referrals? (Selected Filters)

Filters

Search Filters

Time Period: 2025

Region

Country

State

Revenue Peer Group

Total Billable Assets

Number of Households

Number of FTEs

Age of Firm

Business Model

High Performing Firm

Grew Organically (via M&A)

Currency Selection



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.

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.

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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