How advisory practices can use and benefit from AI

You've heard plenty of hype about what AI could do or how it might be able to help you. That's not what this is.

Instead, this guide captures some of the top ways financial advisors and registered investment advisors are using and benefiting from AI, grounded in real-life observations and conversations with advisors and their teams.

Ready to use AI? Please keep these important considerations in mind

Compliance

The more context and data you give to AI, the better it will perform. That means many AI-enabled tools require some amount of client data in order to give you the nuanced and personalized outputs you're looking for. Always consult with your home office or compliance department about if and how to do this. Never upload PII (personally identifiable information) directly to public models (including ChatGPT, etc.) and consider adjusting the settings of models that you use to ensure they aren't trained on your data. You may also consider redacting PII in files. If you're working with a tech vendor, ask about how they comply with regulation, how they handle and store PII, which AI model(s) they rely on and what they do to prevent leakage of data to the public. Evaluate how comfortable you are with giving vendors access to client data.

Accuracy

It is impossible to guarantee that an AI tool will get everything right, no matter how adept you are at using it. That's why it's important to keep a human in the loop. Never distribute AI-generated content directly without reviewing it first.

Clients

If you're using AI, how do clients feel about it? How do you communicate about it with them? You may decide to use AI only internally, never externally. If you use it externally, do you need an opt-in/opt-out policy?

With those considerations in mind, it's time to explore easy ways to get started with five common areas where advisory practices are already using AI:

	Notetakers
	Communications
	Marketing
	Prospecting
	Planning and investing

Stay nimble, be flexible and keep learning

You've heard it many times before: AI is moving at breakneck speed. Within a week of this document's publication, it will likely have parts that are outdated and be missing some key information. Use this report as a starting point and reach out to your Capital Group contact with your specific questions and concerns. We'd love to partner with you on your AI journey.

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1 | Notetakers

AI notetakers can help you offload admin work so that you can focus on engaging with clients at a deeper level. They can do some or all of the following:

Meeting prep
AI analyzes previous interactions with the client and generates a meeting agenda.

Meeting notes
AI listens to the conversation on your computer or phone, then generates a summary, main takeaways and action items from the meeting.

CRM updates
AI creates action items in your customer relationship management system (CRM) and updates CRM records based on the meeting (e.g., client's employer).

Post-meeting email
AI generates a draft email to the client.

Analytics
AI quantifies talking time, sentiment, etc.

New way to recall info
AI chatbots let you ask questions about a meeting or client (e.g., "Did we talk about adding another life insurance policy?").

AI insight

AI notetakers have proliferated among advisors more than any other gen AI application.

Source: Salus GRC, "A.I. Notetakers: Compliance and Cybersecurity Risks" by E.J. Yerzak and Adam DiPaolo, 2025.

Three common ways for advisors to access notetakers

In-house	Tech providers	Standalone apps
A few firms have created in-house AI notetakers. For example, AI @ Morgan Stanley Debrief assists advisors by generating notes during client meetings, recording discussions, summarizing key points and creating draft emails. You may also have access to a notetaker through your firm; some have entered into partnerships with standalone apps (e.g., LPL and Jump).	Some existing tech providers are rolling out notetaking features. Calendar management tools like GReminders, meeting platforms like Zoom and Teams and CRMs like Salesforce and Wealthbox have their own versions of notetakers.	Many standalone AI notetaking applications are competing for market share. Advisor-specific notetakers include Jump, Zocks, Zeplyn and FinMate. Industry-agnostic providers include Fathom, Fireflies and Otter. They can connect with most meeting platforms, CRMs, email providers and financial planning software like eMoney and RightCapital.

If you're assessing AI notetakers, check that they integrate with each of the other tools that you use. Confirm also that they comply with your firm's policy on recording and retention of communications.

AI insight

Vendors are building gen AI tools that aim to communicate the way you do, especially in emails and texts.

2 | Communications

AI can help you manage emails and texts with clients much more quickly and in more personalized ways than you can on your own. For email, advisors are using AI to:

Summarize email threads

AI reads long threads with many emails in them to give you a summary of what's been discussed.

Refine drafts of emails

AI edits based on your preferences. You can specify the tone and length of the email (short and direct, long and formal, etc.), describe what you want the email to say and ask the AI for revisions.

Draft emails

AI drafts new emails that you're sending or replies to emails that you've received. Some applications even automate drafting replies, which means whenever you open up your inbox and see new emails, you'll also see auto-drafted replies that you can review and send.

Manage their calendars

AI suggests meetings and follow-up tasks based on the contents of emails and find open slots for you, if it's integrated with your email and your calendar.

Extract info

AI takes searching your inbox to the next level by synthesizing information and answering your questions (e.g., "What's the date of the next Capital Group webinar?" or "How much did we spend on our most recent event?").

Ensure to also understand your responsibility regarding the archiving of AI-assisted messages and maintaining privacy protections and sound vendor risk management.

Two common ways to enlist AI's help with emails

Email apps with AI features built-in	AI apps that integrate with email providers
Some email providers have built-in AI features. For instance, Microsoft offers some AI-enabled tiers of Outlook through Copilot, and Google offers them in Gmail through Gemini.	Some non-email AI applications integrate with email providers. These include some of the advisor-specific AI tools featured earlier, including Zocks and Vega Minds.

3 | Marketing

Advisors can use AI to create and improve their marketing content. This includes presentations, newsletters, blog posts, social media posts, website copy and more.

Advisors are commonly using AI for marketing in two ways:

Some use general-purpose AI chatbots

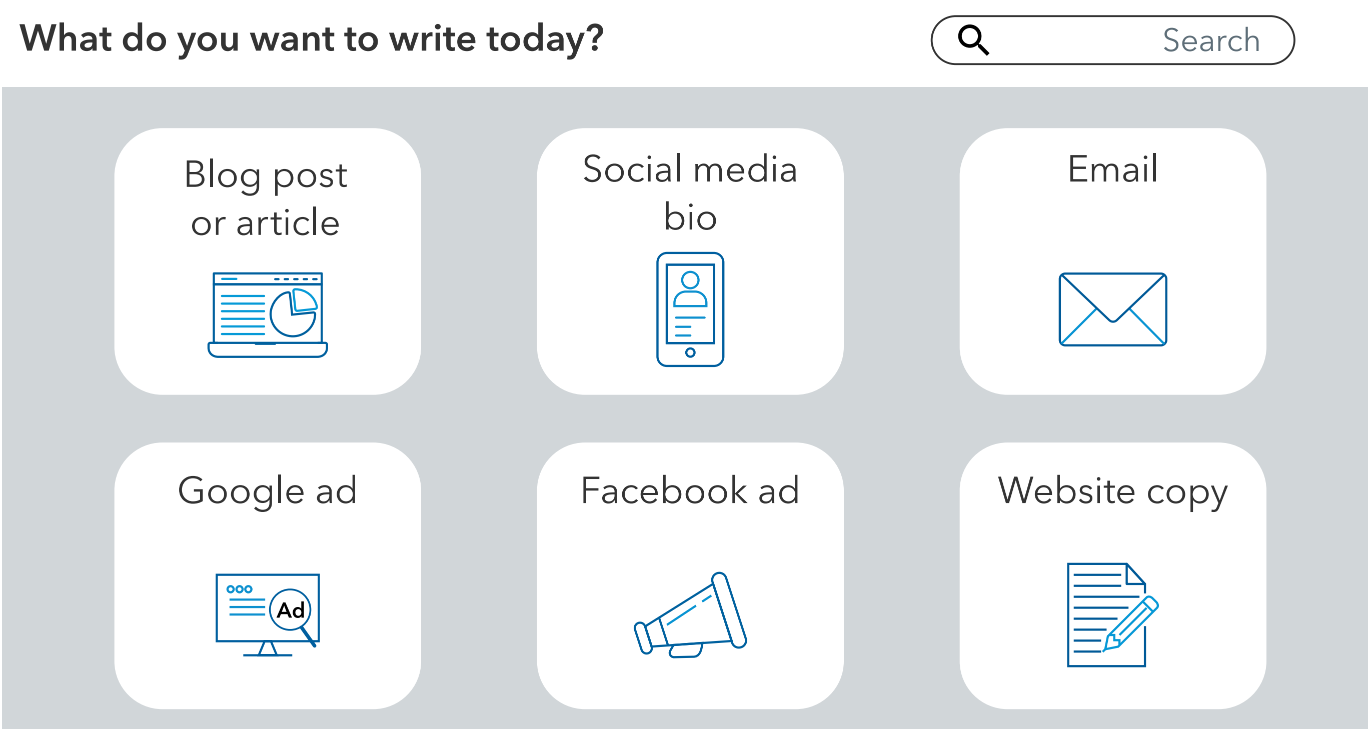
One way might find an advisor using a ChatGPT-type tool to create outlines for quarterly presentations that they deliver to a local medical society. Using AI in this way requires some knowledge of how to create a good prompt. A good prompt contains clear, concise instructions and important context. Depending on the specific AI tool you're using, you might also provide examples or break complex tasks into steps.

Some use AI tools purpose-built for marketing

The other way finds advisors opting for tools that are generic and industry-agnostic, like Jasper, Blaze.ai, Rytr, Writesonic and Copy.ai. Others, such as Nitrogen AI and FMG Suite's Muse, are specifically for financial advisors and have built their tools with compliance in mind. Whether they're generic or advisor-specific, these AI tools allow you to select from a wide range of marketing assets and don't require as much prompting, if any, to create them.

AI insight

Across industries, one of gen AI's biggest applications has been in content creation.



Source: Capital Group, general representation of content creation software

4 | Prospecting

AI insight

Gen AI can provide a better way to analyze massive amounts of data to identify, qualify and prioritize leads.

You can also explore AI to help find leads for your practice and engage with them in more personalized ways. To support prospecting efforts, AI:

Researches leads

AI gathers massive amounts of data about people. These could be people you've already identified from another lead generation service or your CRM. In some cases, the AI is relying on LinkedIn data. In other cases, the AI is relying on public data sourced from all over the Internet and third-party data sourced through partnerships. Those datapoints include age, zip code, marriages, employer, business sale, home purchase, donations and much more.

Qualifies leads

AI applies your search parameters and ideal client profile against the data it has gathered to identify the leads who best fit your criteria. It scores prospects based on how well they match you. In some cases, it also relies on training it has received to know what makes a prospect more likely to convert to a client. In other words, it applies a proprietary view on lead quality in order to qualify leads for you.

Supports outreach to leads

AI helps you cater your outreach to prospects. It suggests the method of engaging with the prospect, the connection point or hook and wording (typically compliance-friendly) to use in your outreach.

Enlisting AI's help with outreach comes with its own concerns. There are regulatory and firm policies about if and how advisors can engage prospects (e.g., requirements to check the National Do Not Call Registry or outright bans on cold-calling).

Vendors that are offering these features include CoPilot AI (not to be confused with Microsoft's Copilot), Catchlight and FINNY. CoPilot focuses on LinkedIn data. Catchlight and FINNY use broader datasets. Catchlight, which came out of Fidelity Labs, trained its AI on Fidelity data and indicators about what makes prospects convert to clients.

5 | Planning and investing

AI can help you analyze large documents and data sets without poring over pages yourself. It is being commonly used in three areas of planning that involve large documents: tax, estate and insurance. It can also be used to support investing decisions. AI can:

Analyze huge libraries of content

AI can help you more easily summarize and pull analysis from financial statements, earnings call transcripts, SEC filings and more. It can also help you visualize information to share with clients, formatting data in tables, dashboards or flowcharts.

Understand larger trends and help make recommendations

AI can help you put things into perspective with queries about specific sectors or broader themes (e.g., "What impact have tariffs had on pharma?"). AI can also apply a collection of rules and insights (e.g., what is published on the IRS website) to the client's data, then presents some observations or opportunities for advisors to consider.

Conduct scenario analysis

AI allows advisors to play out different "what-if" scenarios and see the potential implications. In tax planning, for example, you can analyze different equity compensation, Roth conversion, depreciation recapture and other scenarios.

Prepare documents and generate reports

AI generates engagement letters, tax projection memos or beneficiary-change forms with pre-populated figures and clauses. It can also be used to generate account summaries and performance reports.

AI insight

Given its natural fit with financial analysis, gen AI is increasingly taking on analyst work.

Four common AI-powered tools that support planning and investing

Point solution software	Names in this space include Holistiplan, FP Alpha, Vanilla and Wealth.com. Some are built for one specific type of planning – tax, estate or insurance. Others offer a bundle of all three.
Tech vendors	The vendors vary widely in size. Larger incumbents that are introducing AI features in their platforms include FactSet, LSEG and S&P Global. AlphaSense, Boosted.ai and Hudson Labs are smaller companies offering similar features.
Comprehensive planning software	RightCapital's Tax Analyzer allows you to upload client returns to identify opportunities to lower tax burden.
General-purpose AI chatbots	These could be in-house AI chatbots or public ones like ChatGPT, Claude, Gemini, Grok and Perplexity. Perplexity and Anthropic have both released products specific to financial services. They partner with data providers like FactSet, Morningstar and S&P Global.

How advisory practices can use and benefit from AI

AI is advancing at an extraordinary pace. This guide outlines six key ways advisory practices are leveraging AI, supported by firsthand insights and real-world discussions with advisors and their teams – and can help get you started today.

1 Notetakers

- AI notetakers have proliferated among advisors more than any other gen AI application.
- Get started reducing admin, prep meetings, update CRM and generate notes, emails and analytics.

2 Communications

- Vendors are building gen AI tools that communicate the way you do.
- AI can help you manage emails and texts with clients in quick and more personalized ways.

3 Marketing

- One of gen AI's biggest applications has been in content creation – presentations, blogs, newsletters and more.
- Tools range from general-purpose chatbots to specialized AI built for marketing content.

4 Prospecting

- Gen AI can help advisors analyze large datasets to identify and qualify leads.
- Get started with supporting personalized outreach, CRM integration and lead research from existing sources.

5 Planning and investing

- AI enhances planning software, especially in tax, estate and insurance document analysis.
- Advisors use it to summarize, recommend, run scenarios, update CRM and prep documents.
- AI supports financial analysis by processing earnings calls, filings and reports to guide investment decisions.
- Advisors use it for equity research, theme creation and faster, deeper data insights.

The role of a subject matter expert

One concern that's specific to AI-enabled planning is about non-experts becoming overly confident in what they can offer to clients. Even if you have AI helping you, be sure to properly engage and partner with professionals with specialized knowledge. AI can help you give clients a head start on tax planning, for instance, but that doesn't replace the value of a competent CPA.

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Lit. No. MFGEBR-477-0526P Printed in USA CGD/TM/10047-S114408