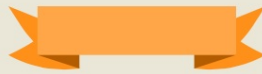




What is an Online (Robo) Financial Advisor?

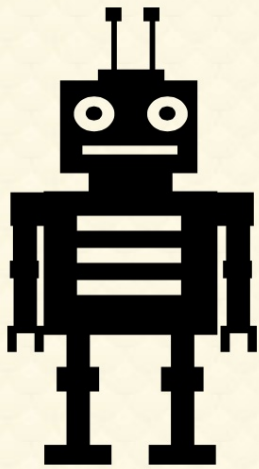
QUICK GUIDE

Everything you've ever wanted to know about Robo Advisors



1 What is a Robo-Advisor?

A Robo is an online financial services firm that has automated the financial planning or investment processes. Computers invest your assets in low cost ETFs and Index Funds.



2 How Many Robos Are There?

The growth of Robos has exploded over the past few years!

18

Robo Firms

77% of all Robo Advisors were formed after 2009

3 Average Investor Account

The average asset amount for Robo Advisors.

\$20,264

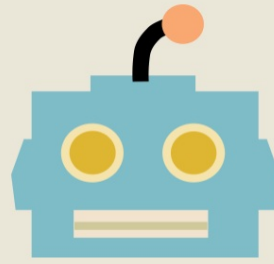
4 The Average Annual Fee

The average annual Robo fee for a \$10,000 portfolio.



\$35

ETFs & INDEX FUNDS



The majority of Robo Advisors use iShares and Vanguard as the investment vehicles

5 Average Assets Under Management Per Robo

The average Assets Under Management continue to grow as more investors try Robo investment services.

\$

203 Million

6 Average Number of Clients Per Robo

Investors are starting to feel the love towards Robo Advisors more and more.

21,756



7 Paladin Transparency Index (PTI) Average

Paladin produces a Transparency Index (PTI) that rates the quality of marketing information on Robo websites on a scale of 1 to 5 (5 being the highest). Investors deserve complete, accurate information before they invest their assets in Robo services.

3.5

[Visit us at PaladinRegistry.com](http://PaladinRegistry.com) to learn more about Personal Financial Advisors and Online (Robo) Financial Advisors