

Advisor
Software

Introducing
Behavioral IQ™
by Advisor Software

The next generation behavioral risk profiling to better understand your client's decision-making process.



We're introducing an innovative, research-based digital solution that measures a person's relevant behaviors and knowledge, uniquely creating a measure of both their ability and propensity for making appropriate financial decisions. We call it **Behavioral IQ**.



**BACKED BY
ACADEMIC RESEARCH**

Working with renown academics and experts in the field of human decision making, Behavioral IQ uses techniques rooted in science and is measured against a nationwide survey of financial capability and risk.



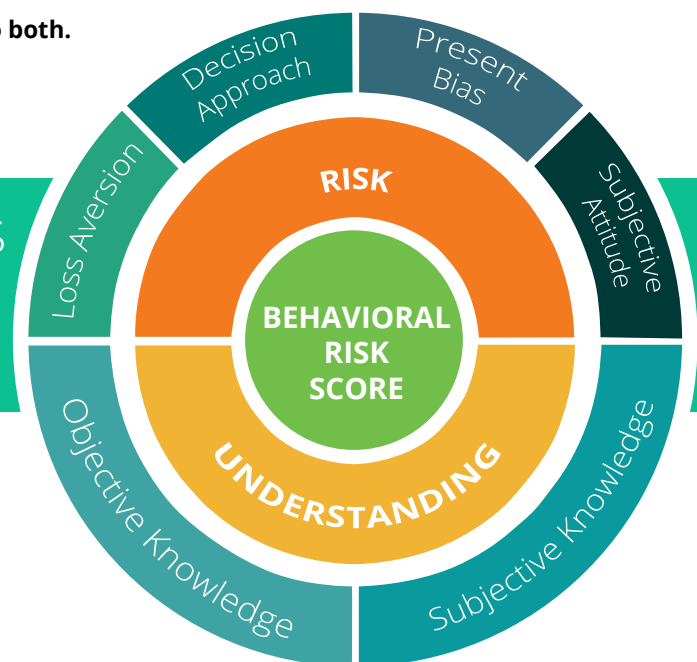
**GREATER CLIENT UNDERSTANDING
& REGULATORY ACCEPTANCE**

Understanding a client and their financial capability is a challenge. It's even more difficult demonstrating your client's understanding and acceptance of risk in an increasingly regulated industry.

Behavioral IQ helps do both.

6 KEY BEHAVIORAL MEASURES

These behavioral concepts have the greatest potential to address the concerns of financial services regulators and providers.



ADVISOR SOFTWARE BEHAVIORAL IQ

Better Decision Making: The difference between perceived and actual understanding of client risk.

Contact us to learn more and schedule a Behavioral IQ demo:

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