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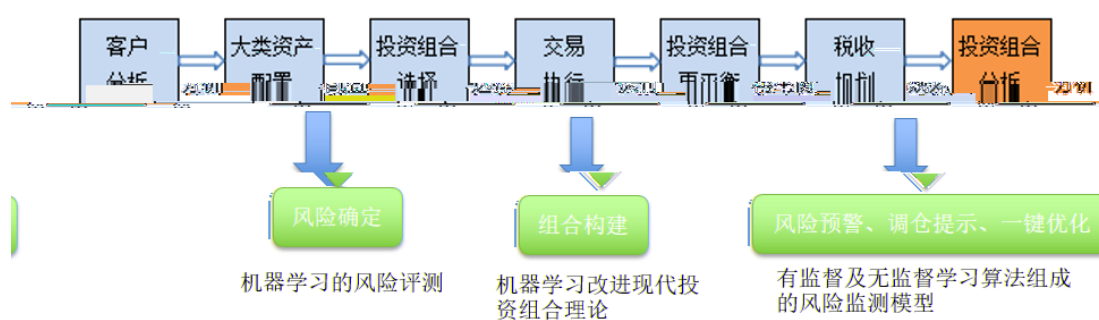
Robo-Advisors in US and China

XIN Real Estate Fintech Research Center

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Abstract:

Robo-Advisor, an emerging online wealth management service, claims to implement artificial intelligence technology to provide optimal portfolio choices for investors with different risk appetites. In this report, we first introduce the mature business models of US robo-advisor firms, and compare them with those in China. We find that homogeneous competition is pretty serious in China and some Robo-advisor platforms are more like direct sales. (161500008871032353284.9 reW*hE)



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Charles Schwab	Schwab Intelligent Portfolios	ETF 0.03-0.55%	5000	54 ETF 20
Vanguard	Vanguard personal advisor services	0.3% 0.14-0.3%	50000	Vanguard ETF mutual fund
Goldman Sachs	Honest Dollar	5 +	0	Vanguard ETF
Blackrock	Future advisor	0.5%	10000	ETF
Wealthfront	Wealthfront	10000 0.25% 0.05-0.4%ETF	500	11 ETF

Betterment	Betteremnt	0.15-0.35% 0.05-0.34%ETF	0	12 ETFs / /
Personal capital	Personal capital	0.49-0.89%	25000	ETF
		0.75-1.5% +	1000000	

	2016.12	2015.4	2016.1	2015.4	
	ETF 11	50	(ETF)	/ ETF	

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