

Traditional Firms: Robo-Advisory Products

Vanguard Digital

Fee: 0.20%

Min: \$3K

AUM: \$350B+

Schwab Intelligent

Fee: 0%*

Min: \$5K

AUM: \$80B+

Fidelity Go

Fee: 0%**

Min: \$0

AUM: \$20B+

Merrill Edge

Fee: 0.45%

Min: \$1K

AUM: \$10B+

* Schwab: No advisory fee, but holds cash allocation (earns interest spread)

** Fidelity: Free under \$25K, then 0.35%

Incumbent Advantage: Existing customer base, brand trust, cross-sell opportunities
Challenge: Legacy systems, advisor channel conflict, lower margins