
WM Industry Awards

2022 Program Initiative Categories/Subcategories (total 99)

***New category for 2022**

401(k)–RETIREMENT PLAN SUPPORT AND ADVISOR SERVICES

- 401(k) Service
- 401(k) Technology
- **Broker-Dealers – Wealth and Retirement Integration***
- **DCIO Providers – Advisor Value Added Programs***
- **Record Keepers – Retirement Plan Advisor Support***

ASSET MANAGERS

- Alternatives
- **Charitable Giving/Donor Advised Funds***
- Client Experience Initiative
- Corporate Social Responsibility
- Digital Marketing Campaign of the Year
- Diversity, Equity and Inclusion
- Equities
- ETF Strategists
- ETFs
- Fixed Income
- Model Marketplaces
- New Product Development
- Real Estate (including REITs)
- Separate Accounts
- Socially Responsible Investment (SRI) | Impact Investing
- Thought Leadership Advisor Education
- Thought Leadership Product Enhancement

BROKER/DEALERS (1,000 Advisors or More)

- Corporate Social Responsibility
- Digital Marketing Campaign of the Year
- Diversity, Equity and Inclusion
- Practice Management
- Service
- Technology
- Thought Leadership
- Transition Support

BROKER/DEALERS (Fewer than 1,000 Advisors)

- Corporate Social Responsibility
- Digital Marketing Campaign of the Year
- Diversity, Equity and Inclusion
- Practice Management
- Service
- Technology
- Thought Leadership
- Transition Support

COMPLIANCE/LAW FIRMS

CUSTODIANS

- Alternative Asset
- Corporate Social Responsibility
- Digital Marketing Campaign of the Year
- Diversity, Equity and Inclusion
- Practice Management
- Technology
- Thought Leadership
- Transition Support

DISRUPTORS

- Industry
- Technology

FAMILY OFFICES

- Client Initiative
- Thought Leadership

HEDGE FUNDS | PRIVATE EQUITY

INDUSTRY ASSOCIATIONS

INDUSTRY RESEARCH PROVIDERS

INSURANCE

- Service
- Technology

INVESTMENT BANKS | LENDERS | SUCCESSION PLANNING CONSULTANTS

MARKETING/PR FIRMS

- Digital Campaign of the Year
- PR Campaign of the Year

NON-CUSTODIAL RIA SUPPORT PLATFORMS

PRIVATE EQUITY PROVIDERS

- New Initiative

SUCCESSION | OWNERSHIP TRANSITION SERVICES – NON-CUSTODIAN/BROKER/DEALER

TAMPs

- Model Marketplaces
- TAMPs

TECHNOLOGY PROVIDERS

- Account Aggregation
- Alternative Investment Platforms
- Artificial Intelligence (AI)
- Business Support Systems | Workflow Automation
- Cash Optimization
- Client Onboarding/New Account Opening
- Client Portals
- Compliance
- Corporate Social Responsibility
- CRM
- **Cryptocurrency/Digital Assets Education***
- **Cryptocurrency/Digital Assets Platform***
- Cyber Security
- Digital Advisors (Robo)
- Digital Marketing Campaign of the Year
- Diversity, Equity and Inclusion
- Document Management
- Financial Planning
- Fractional Share Trading

- Innovation New Applications
- Innovation Platforms
- Marketing Automation
- Model Marketplaces
- **Non-Fungible Tokens (NFTs)***
- Portfolio Analytics
- Portfolio Management, Accounting and Performance Reporting
- Real Estate
- Rebalancing
- Risk Tolerance/Client Profiling
- Social Media Leadership
- Specialized Planning Applications
- Thought Leadership
- Unified (all-in-one) Systems
- Wealth Reporting/Personal Finance Managers

TRUSTS