NEWS

For Immediate Release

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Advyzon and Advyzon Investment Management (AIM) Win Three 2026 Wealthies Awards as AIM Extends Three-Year Winning Streak

Advyzon, AIM, and Auria collectively received nine finalist selections, leading all other wealthtech companies in both

CHICAGO, IL (September 23, 2026) – Advyzon, an AI-powered, unified wealth management technology and data platform, and Advyzon Investment Management (AIM), its integrated investment management platform, today announced three wins and nine finalist selections at the 2026 *Wealth Management* Industry Awards.[1]

Together, the three wins and nine finalist recognitions across Advyzon, AIM, and Auria by Advyzon represented more awards and finalist nods than every other wealth technology company in the awards program.

2026 Wealthies Awards winning categories:

- Advyzon: Unified (All-In-One) Systems – AI-Powered WealthTech Platform
- Advyzon: CRM – CRM Workflows
- Advyzon Investment Management (AIM): Model Marketplaces – Sphere Platform and Nucleus Model Marketplace (AIM's third consecutive Model Marketplaces win: 2024, 2025 and 2026)

ADVYZON WINS UNIFIED (ALL-IN-ONE) SYSTEMS AND CRM

Advyzon's wins for Unified (All-In-One) Systems and CRM underscore the strength of its connected platform: one foundation powering the technology, workflows, and native AI that advisors use every day.

Built on that foundation, Advyzon brings together portfolio management, performance reporting, trading and rebalancing, CRM, billing, document storage, and financial planning within one platform, with investment solutions integrated through Advyzon Investment Management (AIM).

The awards also reflect the recent launch of Advyzon AI, an embedded intelligence system built natively within the platform. Developed using more than a decade of advisor workflow data,

Advyzon AI delivers practice-wide, context-aware intelligence that helps advisors understand what has changed, orchestrate workflows, and move work forward within the same environment.

"This recognition speaks to the intentional way we've built Advyzon," said **Dirk Pearson**, Chief Operating Officer of Advyzon. "We didn't just add features. We expanded the platform with new offerings, including Advyzon Enterprise, Auria, and financial planning, to serve a broader range of advisor and client needs."

Pearson emphasized the role of Advyzon AI in that expansion: "Embedded natively across the platform, Advyzon AI gives advisors decision-ready intelligence informed by more than a decade of real workflow data. It helps them understand what has changed, identify what needs attention, and move work forward in the same environment they use every day. That's what a truly all-in-one platform looks like."

AIM WINS MODEL MARKETPLACES FOR THIRD CONSECUTIVE YEAR

Advyzon Investment Management (AIM) won the Model Marketplaces award for the third consecutive year, following victories in 2024 and 2025. The award recognizes the Sphere Platform and Nucleus Model Marketplace.

AIM's investment solutions include a comprehensive suite of capabilities: the Nucleus Model Marketplace provides access to hundreds of third-party investment models from leading asset managers, available as separately managed accounts or within UMA sleeves. Sphere, AIM's manager-sponsored platform, offers curated, professionally managed model portfolios with zero strategist fees. The platform also includes an SMA/UMA framework, direct indexing, OCIO solutions, and tax management and transition services.

"Being recognized for three consecutive years reflects the consistency and discipline our team brings to this work every day," said **Lee Andreatta**, CEO of Advyzon Investment Management. "We keep pushing the industry forward, and we can't wait to unveil next year's roadmap."

"This year, much of that progress came down to the breadth of what we've built," Andreatta continued. "Sphere, our curated portfolio platform launched last year, gives advisors an easier way to offer professionally managed, institutional-grade strategies with zero strategist fees. But it's the full AIM suite that's driving our growth – and none of it happens without the team behind it. We're not here to help advisors keep pace. We're here to help them scale past it."

To see the full list of winners and finalists, and to learn more about the 2026 *Wealth Management* Industry Awards, please click here.

ADVYZON AND AIM NAMED FINALISTS IN 2026 THINKADVISOR LUMINARIES AWARDS

In addition, both Advyzon and Advyzon Investment Management were named finalists in a combined six categories of the 2026 *ThinkAdvisor* Luminaries Awards.[2] The Luminaries recognize the visionary firms and individuals driving innovation and making a transformative impact in the wealth management industry.

Advyzon was named a finalist for a Product or Service Innovation award in three categories: Investment Management, Operations, and Client Engagement. AIM was named a finalist for a Product or Service Innovation award in TAMPs and Model Marketplaces.

Brian Huckstep, CFA, CFP®, Chief Investment Officer of Advyzon Investment Management, was named a finalist for CIO of the Year, while **Samantha Schwimmer**, Chief Marketing Officer of Advyzon, was named a finalist for CMO of the Year in Investment Management.

This marks the fifth consecutive year Advyzon has been named a ThinkAdvisor Luminaries finalist. Previous winners include AIM CEO **Lee Andreatta**, named Investment Management CEO of the Year in 2025, and Advyzon CEO **Hailin Li**, named Executive of the Year in the Technology Platforms, Products and Services category in 2024.

To learn more and see the full list of 2026 *ThinkAdvisor* Luminaries finalists, please click here.

ABOUT ADVYZON

Advyzon is a global wealth management technology platform redefining the future of advisory firms through unified intelligence. Founded by CEO Hailin Li, Ph.D., CFA®, Advyzon is built on an AI-native, open architecture that unifies portfolio management, performance reporting, trading and rebalancing, CRM, billing, document storage, and financial planning, as well as investment solutions through Advyzon Investment Management (AIM). Unlike fragmented ecosystems reliant on integrations and disconnected workflows, Advyzon delivers context-native, explainable, and workflow-aware AI experiences that enhance efficiency, strengthen oversight, and elevate client service. Nearly half of Advyzon's organization is dedicated to engineering and product development because we believe innovation isn't an initiative – it's our operating model. The platform serves RIAs, hybrid firms, family offices, and enterprise wealth organizations seeking a scalable foundation for growth. For more information, visit www.Advyzon.com.

AIM is a registered investment adviser registered with the United States Securities and Exchange Commission, and a wholly-owned subsidiary of yHLsoft Inc., doing business as Advyzon ("Advyzon"). All references to investment advisory services are provided by AIM, while technology and administrative support services are provided by Advyzon. AIM's advisory services are available to financial advisers for use in managing assets for their clients. AIM does not provide advisory services directly to retail investors. Professionals employed by Advyzon may refer qualified Advisory Firms to AIM. If a referred Advisory Firm engages AIM's services, the referring professional will receive a referral fee.

[1] Wealth Management selects winners based on nominations reviewed by a panel of independent industry judges. Nominees are evaluated on innovation and industry impact. Advyzon and AIM did not provide compensation for inclusion in the Wealth Management Industry Awards.

[2] The ThinkAdvisor Luminaries Awards accepts nominations (self-nominations or by third parties) free of charge. Nominations are reviewed by a distinguished judging panel and editorial team. Awards are given based on factors such as impact on the industry, demonstrated ability to reach goals, dedication to the development of service to the best interests of clients, ethical standards, service, and excellence. Advyzon and AIM did not provide compensation for inclusion in the ThinkAdvisor Luminaries Awards.

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