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# WM Industry Awards

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## 2024 Program Initiative Nomination Categories/Subcategories (total 87)

### New category for 2024

#### ADVISOR SUPPORT PLATFORMS

- Office of Supervisory Jurisdiction (OSJs)
- Registered Investment Advisors (RIAs)

#### ASSET MANAGERS

- Alternative Investments
- Charitable Giving/Donor Advised Funds
- Client Experience Initiative
- Digital Marketing Campaign of the Year
- Direct Indexing
- Environmental, Social and Governance (ESG) Investing
- ETFs
- Fixed Income
- Goals-based Investing Platforms
- New Product Development
- Real Estate (including REITs)
- Separate Accounts
- Thought Leadership

#### BROKER/DEALERS (1,000 Advisors or More)

- Digital Marketing Campaign of the Year
- Practice Management
- Service
- Technology
- Thought Leadership
- Transition Support

## **BROKER/DEALERS (Fewer than 1,000 Advisors)**

- Digital Marketing Campaign of the Year
- Practice Management
- Service
- Technology
- Thought Leadership
- Transition Support

## **COMPLIANCE/LAW FIRMS**

## **CORPORATE SOCIAL RESPONSIBILITY**

## **CUSTODIANS**

- Alternative Asset
- Digital Marketing Campaign of the Year
- Practice Management
- Technology
- Thought Leadership
- Transition Support

## **DISRUPTORS**

- Industry
- Technology

## **DIVERSITY, EQUITY AND INCLUSION**

## **FAMILY OFFICES**

- Client Initiative
- Thought Leadership

## **INDIVIDUAL RIA FIRMS**

- [Client Initiatives](#)

## **INDUSTRY ASSOCIATIONS**

## **INDUSTRY RESEARCH PROVIDERS**

## **INSURANCE SERVICE AND TECHNOLOGY**

## **INVESTMENT BANKS | LENDERS | SUCCESSION PLANNING CONSULTANTS**

## **MARKETING/PR FIRMS**

- Digital Campaign of the Year

- PR Campaign of the Year

## **PHILANTHROPY**

### **RETIREMENT INCOME**

#### **RETIREMENT PLAN SUPPORT AND ADVISOR SERVICES**

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

### **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
- CRM
- Cyber Security
- Digital Marketing Campaign of the Year
- Direct Indexing
- Document Management
- Financial Planning
- Innovation New Applications
- Innovation Platforms
- Marketing Automation
- Model Marketplaces
- Portfolio Analytics
- Portfolio Management, Accounting and Performance Reporting
- Real Estate
- Rebalancing

- Retirement Income Technology
- Risk Tolerance/Client Profiling
- Securities-based Lending
- Specialized Planning Applications
- Thought Leadership
- Unified (all-in-one) Systems

## **TRUSTS**