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# The Rise of the Robo-Advisor

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# JMDinvestments

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## **The Rise of the Robo-Advisor**

In response to high fees and varying levels of quality/service across traditional human advisors, new firms are transitioning to a fully automated framework. These so-called "Robo-Advisors" provide fully automated allocation and management strategies. This approach significantly reduces costs and standardizes risk-return matching strategies. See article here, [CFA Institute](#).

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