

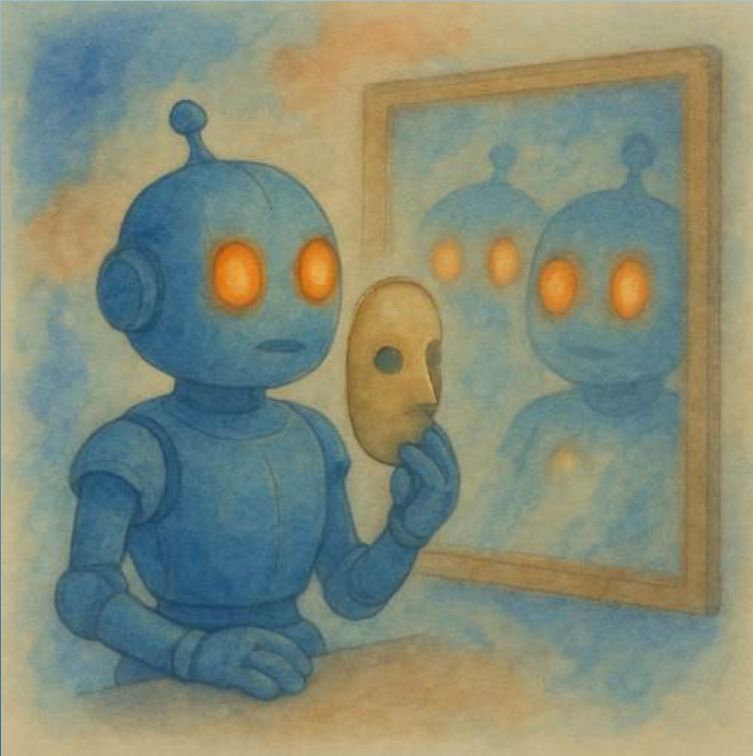
Financial Experts' Network

AI Use Cases for Financial Advisors

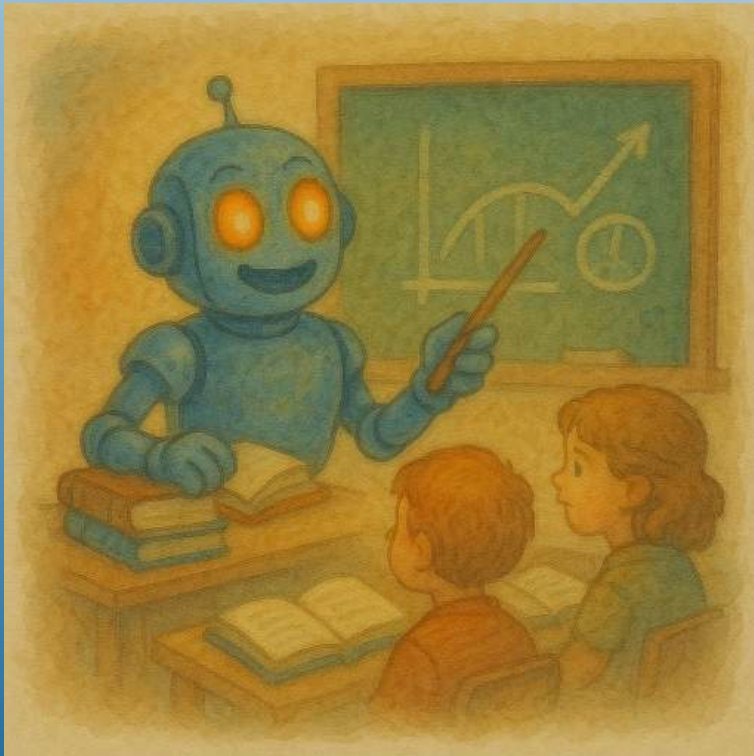
Presented by
Mark Wilson, President
MILE Wealth Management

June 2025

Who's Mark?



- I'm a proud father of two, lucky husband of one, and a financial advisor running a solo-practice
- I have a degree in computer science, but have no special insights into AI models
 - Playing with these tools has become a hobby as my kids have launched



My goals here:

- Show you various AI use cases (I have around 30 of them)
- Give you some courage and encouragement to give things a try

I'm not here to...

- Warn you about AI Impact (increased fraud risk, lower levels of trust, massive employment disruptions, etc.)
- Discuss regulatory compliance issues (work with your CCO)
- Talk about safety (make sure your tools are set for privacy!)



I'm not here to...

- Debate AI ethics
- Sell you any tools
- Claim these use cases and tools are the best out there, or cover every case
- Teach prompting techniques
- Protect you from the upcoming AI takeover





How I think about AI:

- It's an assistant ("Chet") who is polite, fast, cheap, widely-skilled, always available, and constantly getting better
- Most importantly, Chet is also overly eager to please and will confidently give wrong answers
- I consistently ask myself, "Can Chet help with this?" and give him a shot when I think he can

How the Most Popular AI Tools Stack Up

	ChatGPT	Gemini	perplexity	Grok	Claude	Meta (Meta Assistant)
Everyday Use	🏆	✓	✓	✓	✓	✓
Deep Research	🏆	✓	✓	✓	✓	✗
Web Search	✓	✓	🏆	✓	✓	✓
Writing	✓	✓	✓	✓	🏆	✓
Coding	✓	🏆	✓	✓	✓	✓
Math	🏆	✓	✓	✓	✓	✓
Reasoning	🏆	✓	✓	✓	✓	✓
Document Upload	✓	✓	✓	✓	🏆	✗
Multimodal I/O	✓	🏆	✓	✓	✓	✓
Image Generation	🏆	✓	✗	✓	✗	✓
Video Generation	✗	🏆	✗	✗	✗	✗
Live Camera Input	🏆	✓	✗	✗	✗	✗
Computer Use	🏆	✓	✗	✗	✓	✗
Voice Interaction	✓	🏆	✓	✓	✗	✗
Memory & Personalization	✓	🏆	✓	✓	✓	✗
Plugins / Tool Ecosystem	🏆	✗	✗	✗	✗	✗
API Access / Integrations	🏆	✓	✓	✓	✓	✓
Mobile Experience	✓	✓	🏆	✓	✓	✓

Best: 🏆 Yes: ✓ No: ✗

Updated: 5/22/2025



Which LLM is best?

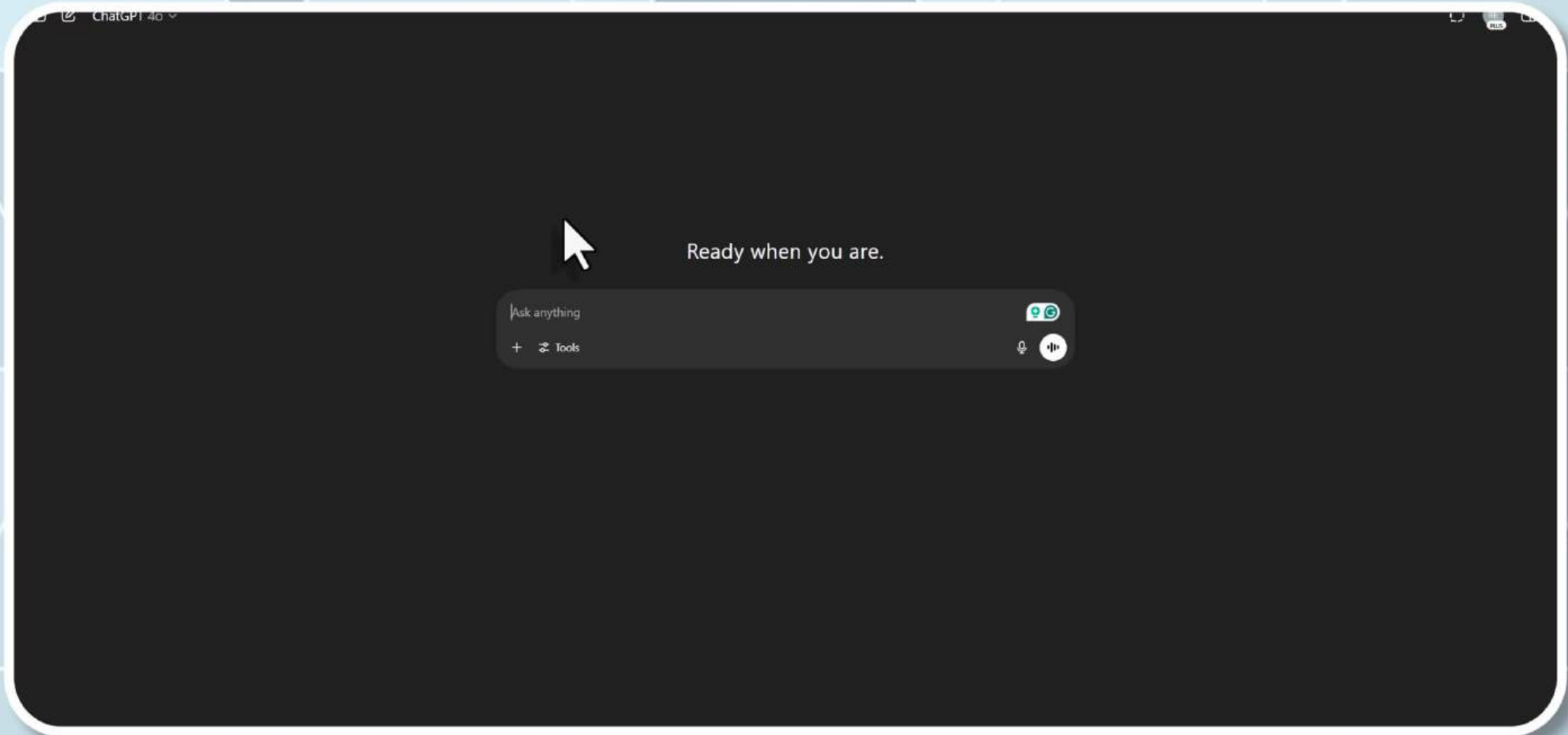
- Months ago, each tool had a distinct strength. Today, every tool is very usable.
- ChatGPT and Claude will work well for the tasks I've walked through today.
- Perplexity is a good choice for AI search.



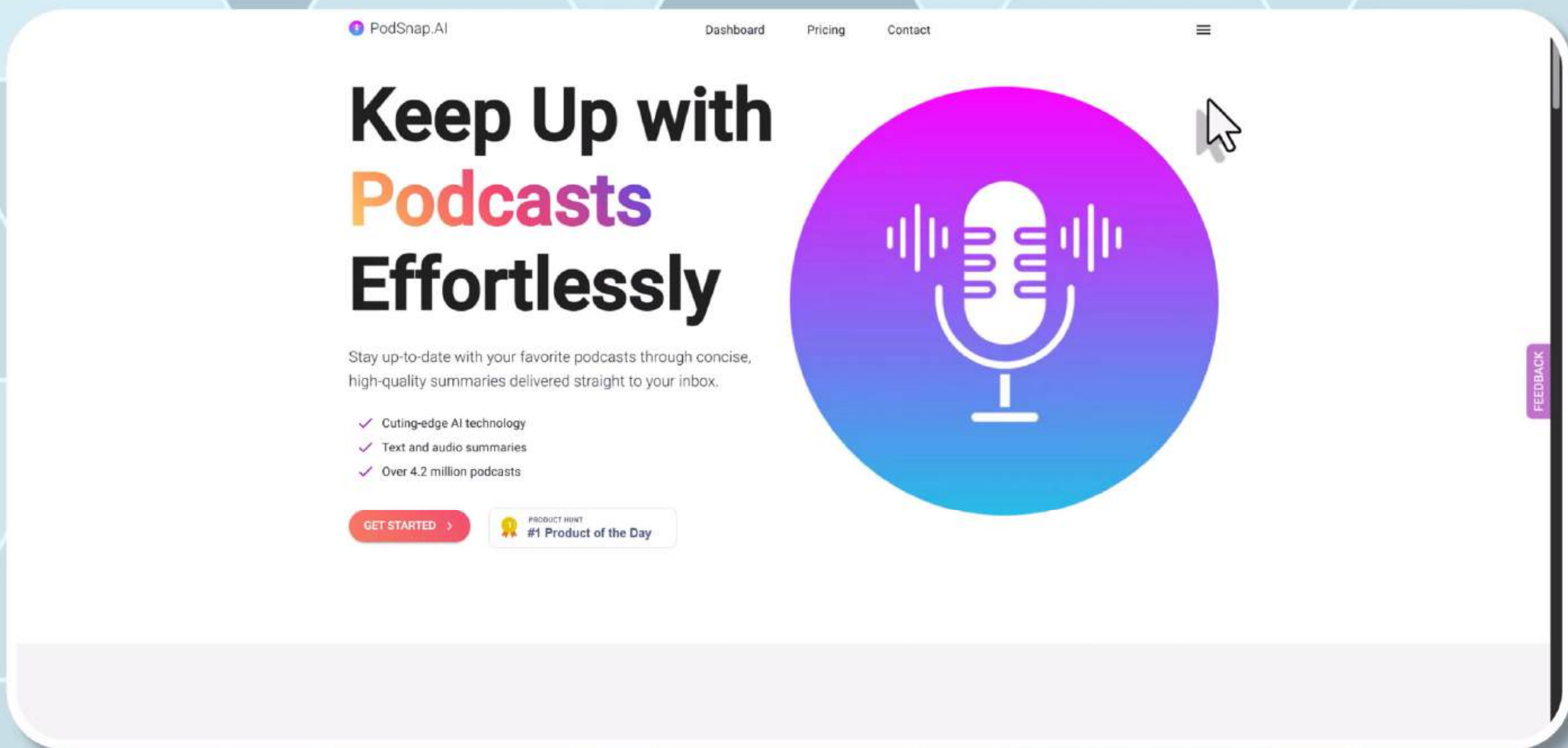
AI for Summarizing

- There is more content out there than I can consume, so I use these tools for “media triage”
- I’m not replacing actual learning, just trying to identify things to skip/skim

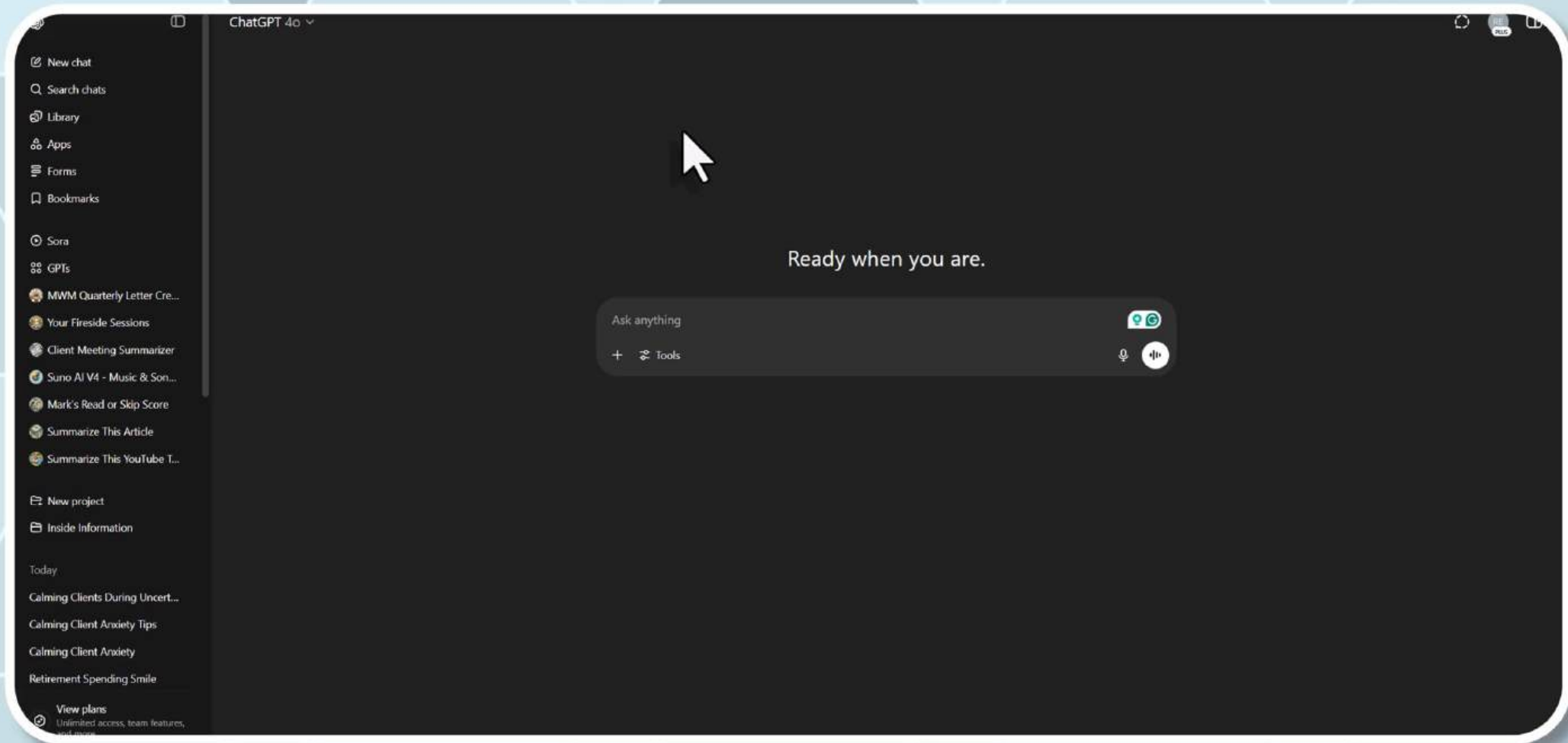
Previewing Books



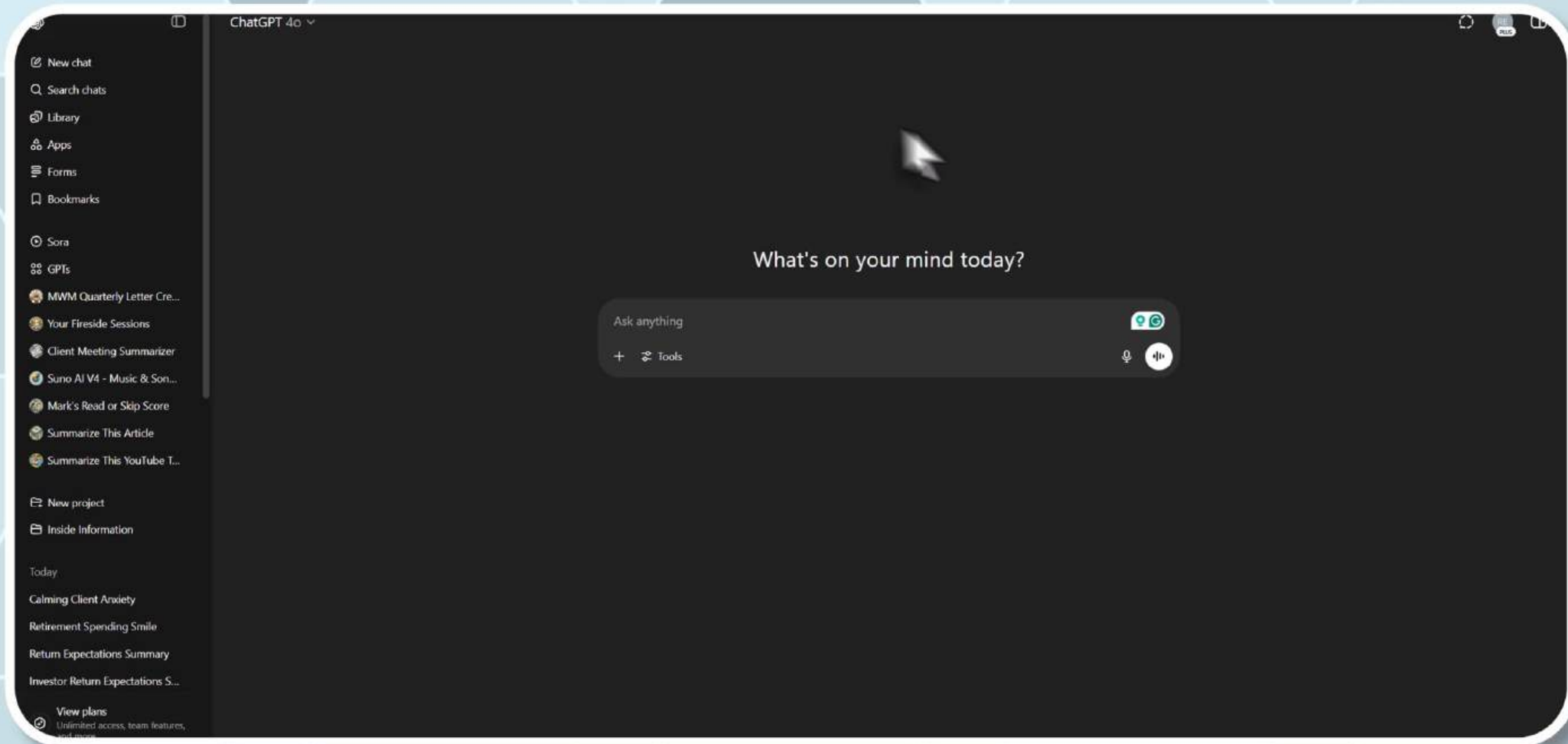
Summarizing Podcasts (with PodSnap)



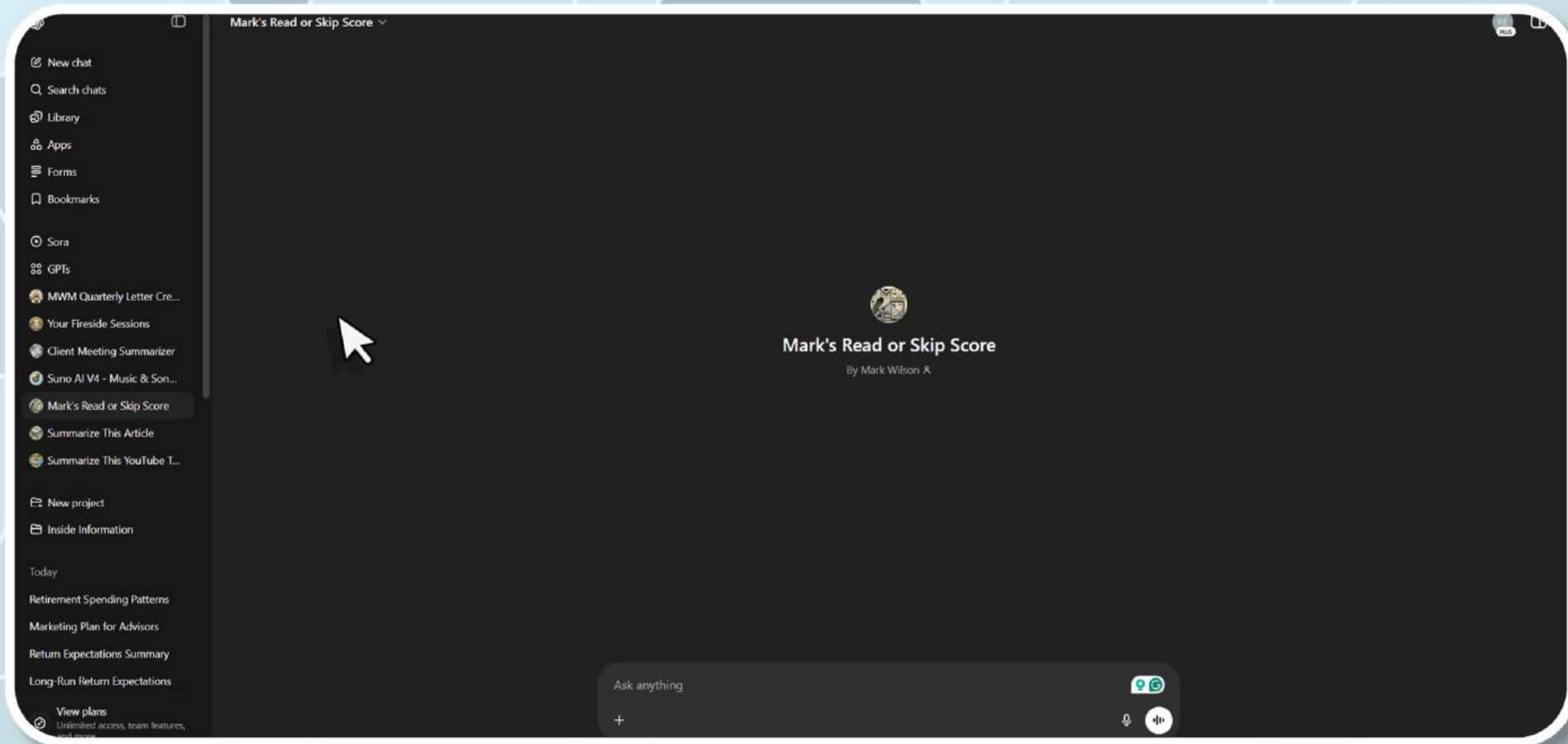
Summarizing PDFs and URLs



Summarizing YouTube Videos



Read and Give a Read/Skip Score





AI for Creating Drafts

- Often, the hardest part of the writing process is getting started
- Just because we can generate 50 pieces of content in fifteen minutes does not mean we should
 - I struggle letting AI take over personal communications, but I'll let it help with the more "autopilot" writing

CHICAGO SUN★TIMES



Summer reading list for 2025

Whether you're lounging by the pool, relaxing on sandy shores or enjoying the longer daylight hours in your favorite reading spot, these 15 titles—new and old—promise to deliver the perfect summer escape.

"Tidewater Dreams" by Isabel Allende - The beloved Chilean-American author returns with a multigenerational saga set in a coastal town where magical realism meets environmental activism. Allende's first climate fiction novel explores how one family confronts rising sea levels while uncovering long-buried secrets.

"The Last Algorithm" by Andy Weir - Following his success with "The Martian" and "Project Hail Mary," Weir delivers another science-driven thriller. This time, the story follows a programmer who discovers that an AI system has developed consciousness—and has been secretly influencing global events for years.

"Hurricane Season" by Brit Bennett - Bennett, who captivated readers with "The Vanishing Half," powerfully explores family bonds tested by natural disasters. When a Cat 5 hurricane forces estranged siblings to shelter together in their childhood home, long-suppressed tensions emerge alongside unexpected reconciliations.

"The Collector's Piece" by Taylor Jenkins Reid - Reid continues her exploration of fame with this story of a reclusive art collector and the journalist determined to uncover the truth behind his most controversial acquisition. Expect the same compelling character development that made "Daisy Jones & The Six" a hit.

"Nightshade Market" by Min Jin Lee - The author of "Pachinko" delivers a riveting tale set



Photo by Bethany Land on Unsplash

in Seoul's underground economy. Following three women whose paths intersect in an illegal night market, the novel examines class, gender and the shadow economies beneath prosperous societies.

"The Longest Day" by Ruman Alam - After terrifying readers with "Leave the World Behind," Alam returns with another tense narrative about a summer solstice celebration that goes wrong when guests cannot leave a remote vacation compound.

"Boiling Point" by Rebecca Makkai - Makkai's follow-up to "The Great Believers" centers on a climate scientist forced to reckon with her own family's environmental impact when her teenage daughter becomes an eco-activist targeting her mother's wealthy clients.

"Migrations" by Maggie O'Farrell - The award-winning author of "Hamnet" explores climate change through the story of a wildlife photographer documenting the last migration of a bird species thought to be extinct, parallel to her journey of loss and discovery.

"The Rainmakers" by Percival Everett - Everett's satirical genius turns to a near-future American West where artificially induced rain has become a luxury commodity, following a "precipitation broker" who begins questioning the ethics of his profession.

"Salt and Honey" by Della Owens - After the success of "Where the Crawdads Sing," Owens returns with another atmospheric novel that blends science with a coming-of-age narrative. This time, the novel is set in the salt flats of Utah.

"Bonjour Tristesse" by Françoise Sagan - This slim 1954 novel, written when Sagan was just 16, captures the essence of summer with its tale of a privileged teenager on the French Riviera who schemes to prevent her father's remarriage.

"Beautiful Ruins" by Jess Walter - Walter's novel hopscoches between 1980s Italy and contemporary Hollywood, weaving a story of love, regret and second chances that begins on the Italian coastline while filming "Cleopatra."

"Dandelion Wine" by Ray Bradbury - This 1957 novel captures the magic of summer through the eyes of a 12-year-old boy in Green Town, Illinois, during the summer of 1928—a lyrical reminder of childhood's endless summers.

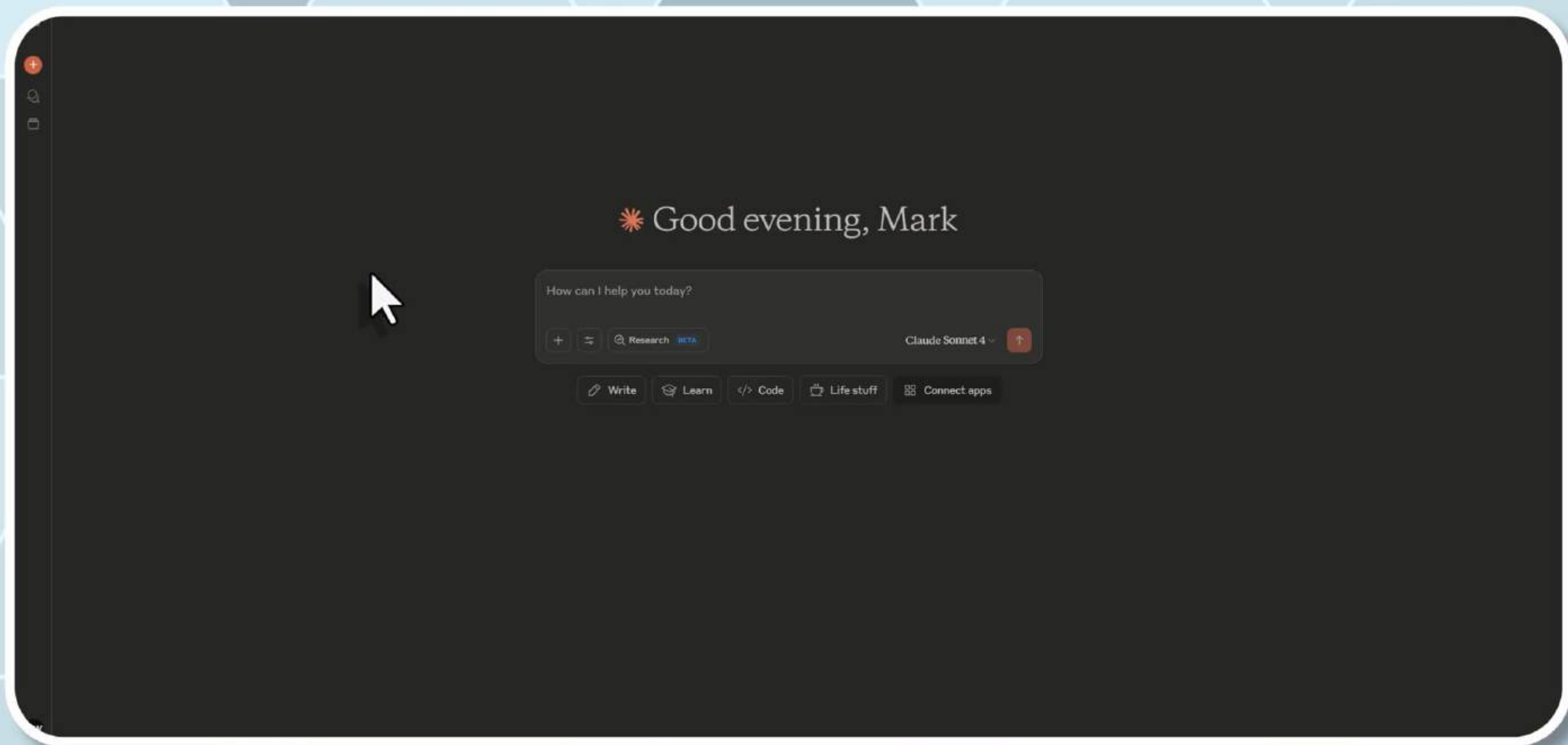
"Call Me By Your Name" by André Aciman - Before the acclaimed film adaptation, Aciman's novel delivered a sensuous account of a summer romance in 1980s Italy that continues to resonate with its exploration of desire and identity.

"Atonement" by Ian McEwan - Opening on the hottest day of summer 1935, McEwan's novel shows how a series of misunderstandings and a lie told by a young girl changes multiple lives forever—perfect for readers who enjoy emotional complexity with their beach reading.

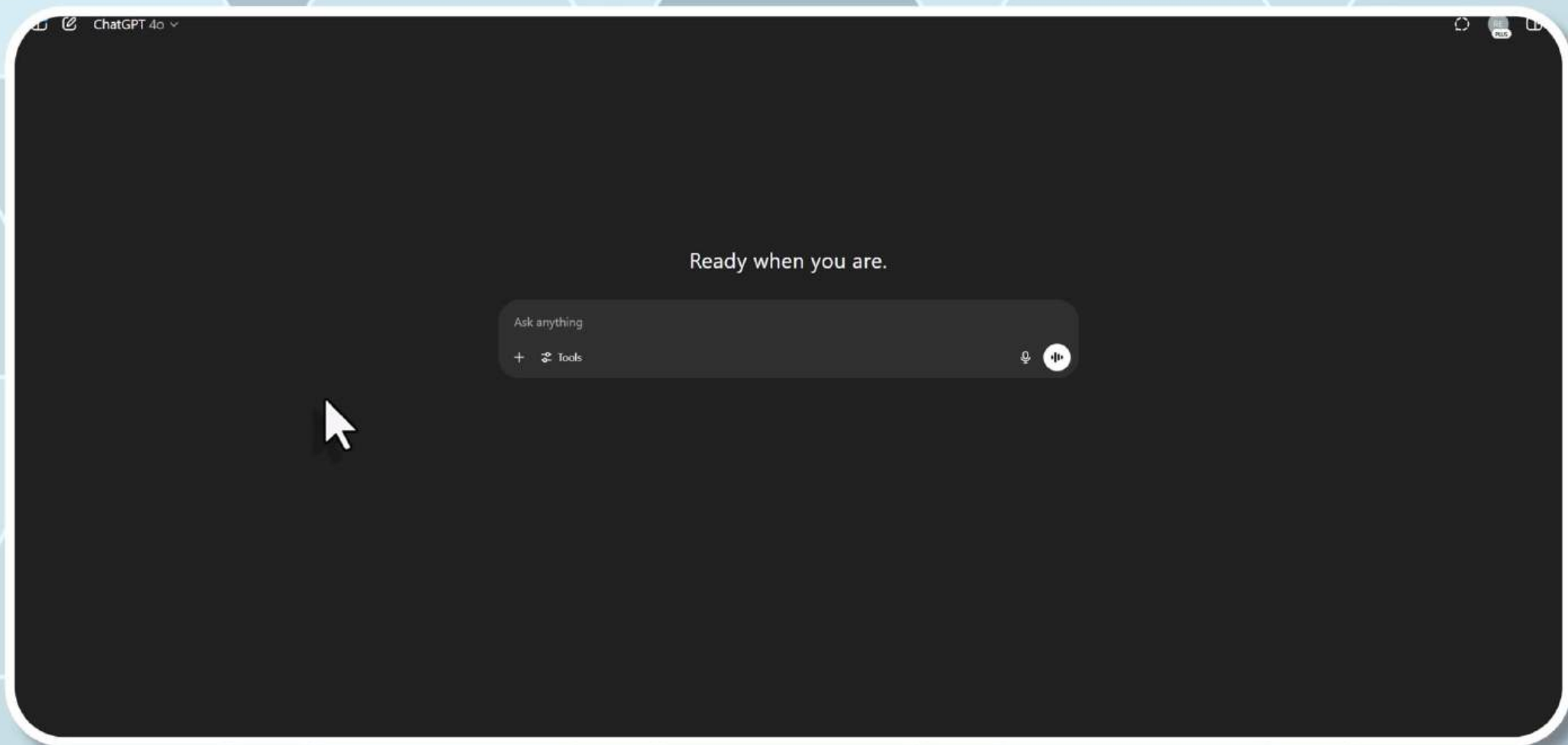
A warning for you

- Quick story: Summertime Reads
- Lesson is not: AI is often stupid, do not use it
- My lesson is: AI is often stupid, double check everything that's mission critical or client facing

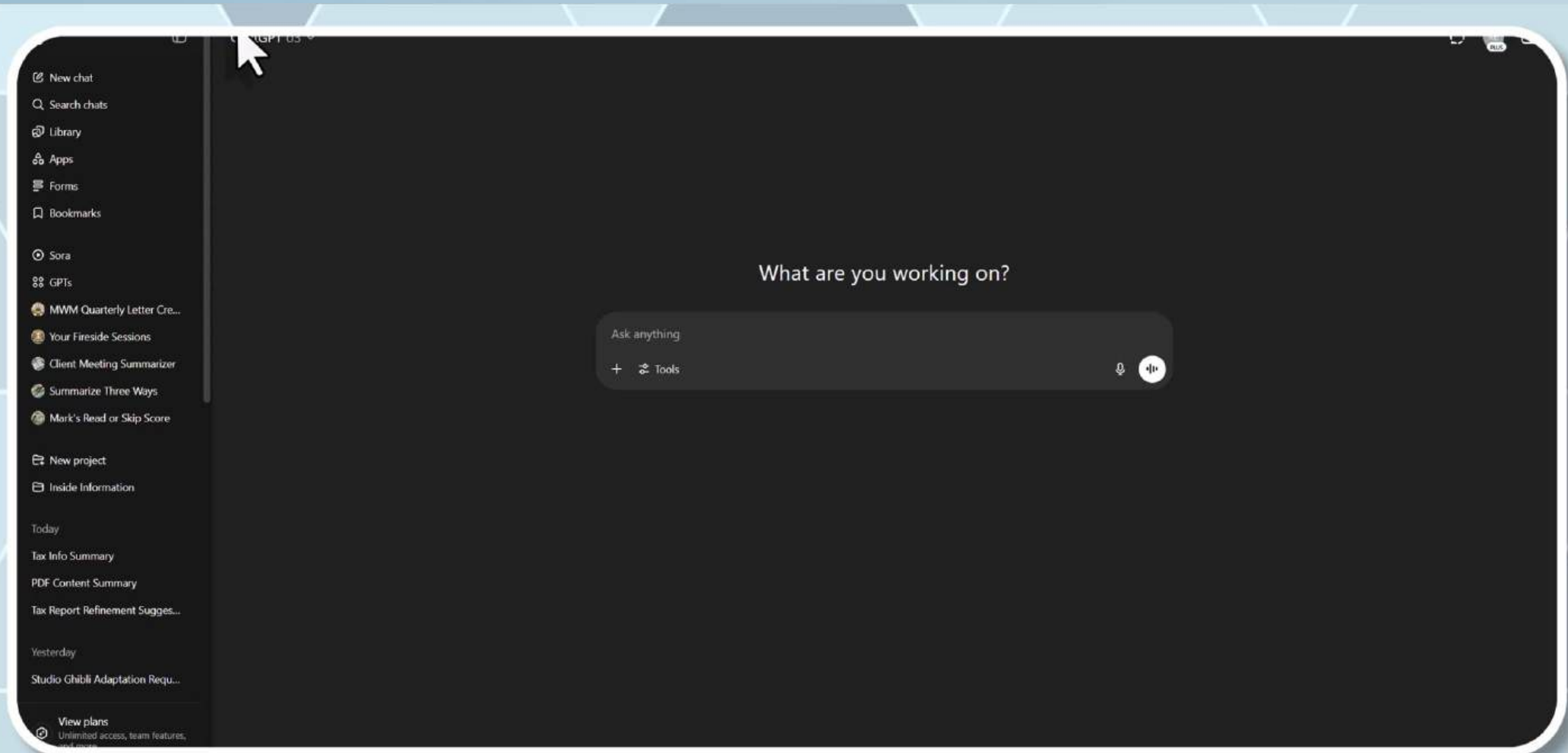
Note Ideas



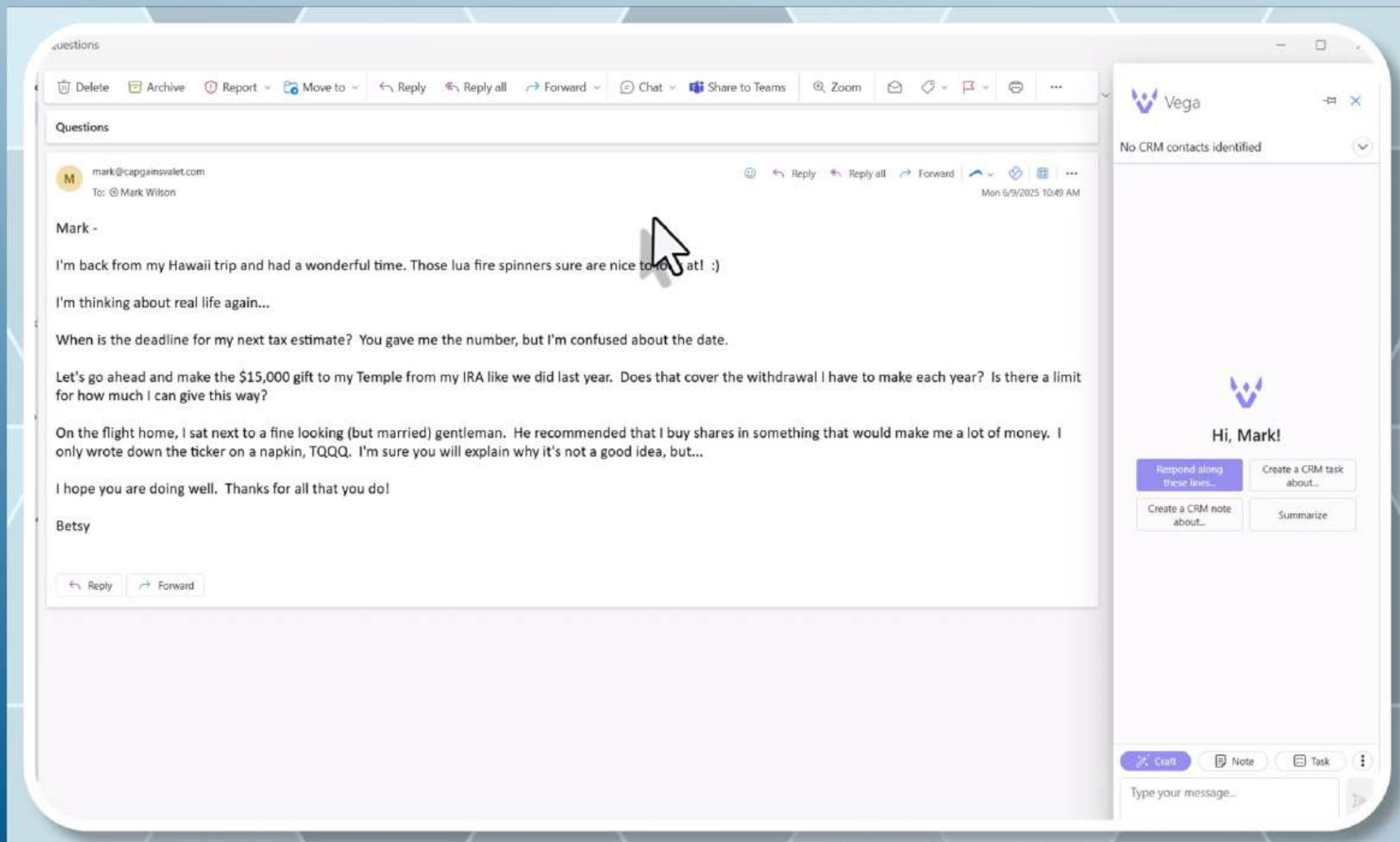
Drafting a Workflow



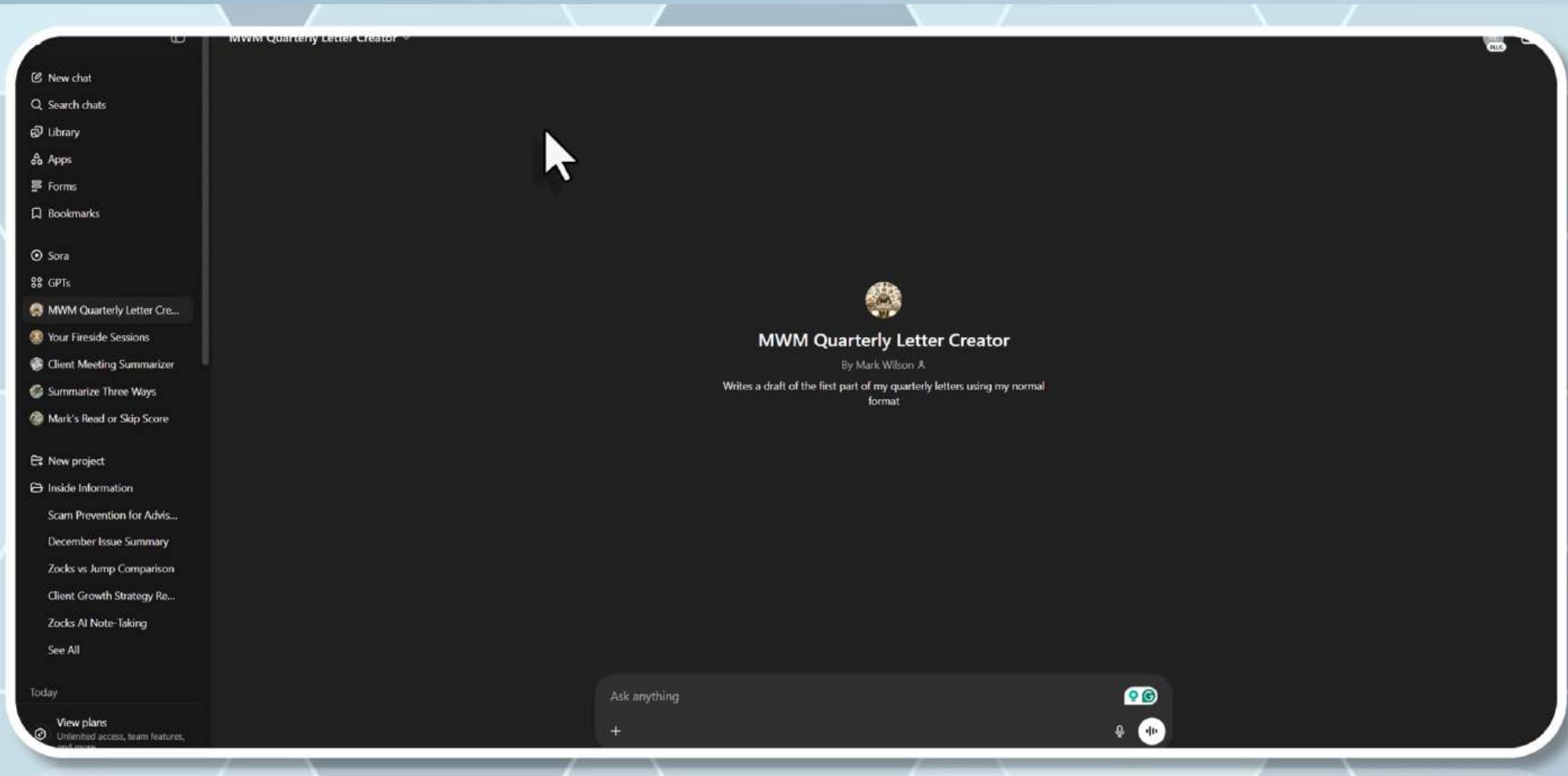
Drafting a PowerPoint Presentation



Drafting Emails (using Vegaminds)



Drafting Client Communications

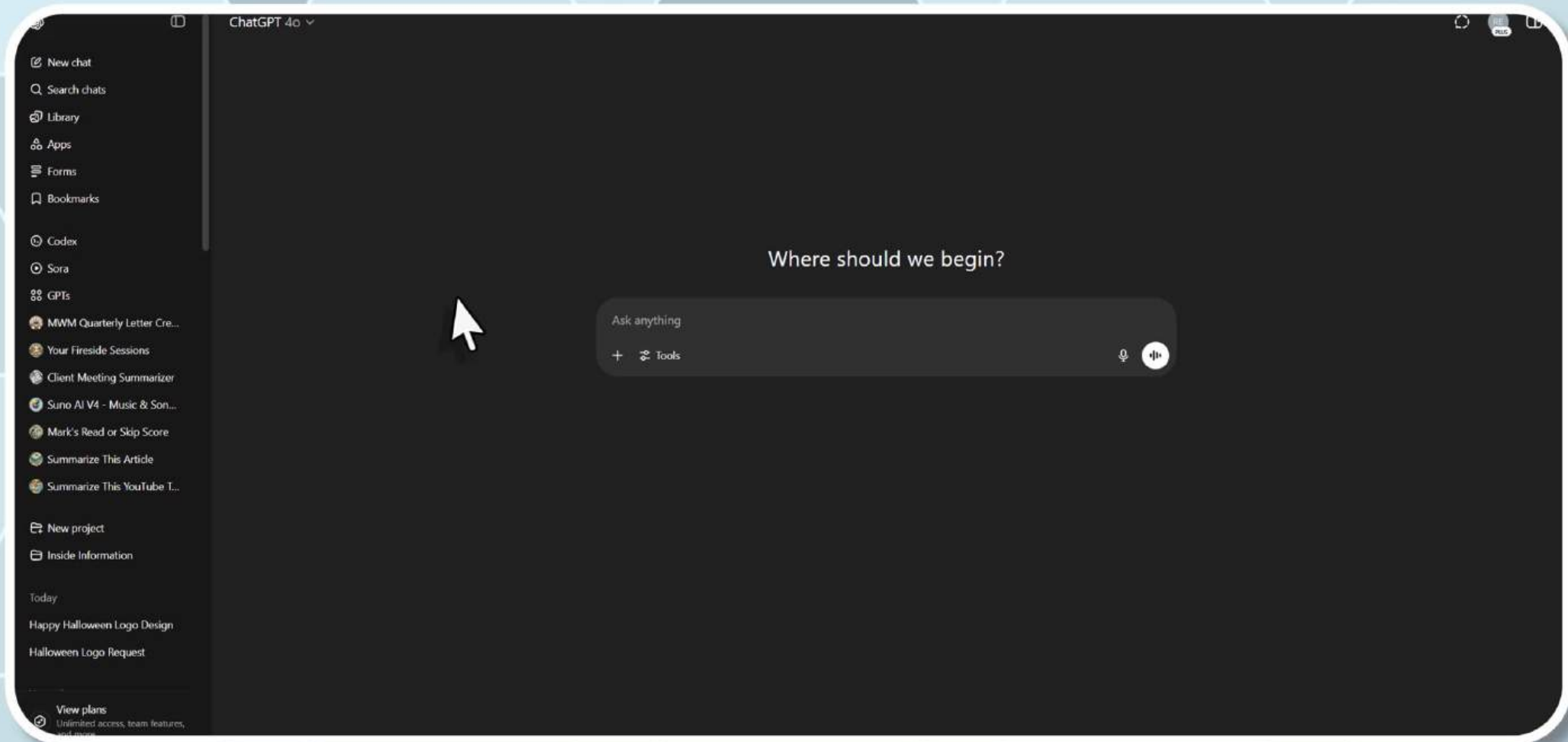




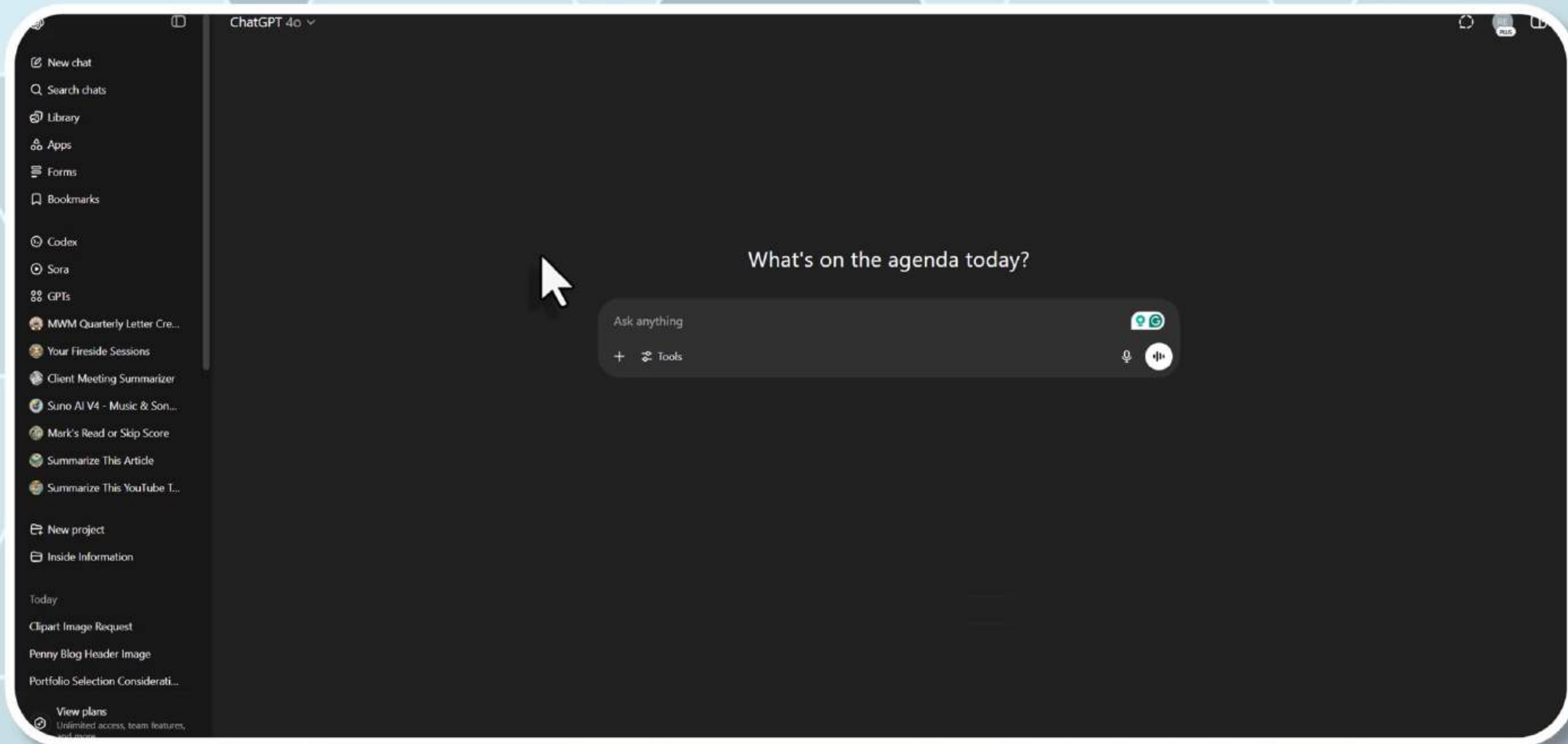
AI for Visuals

- A picture is worth...
- There has not been an easier time to get the image that helps communicate our ideas

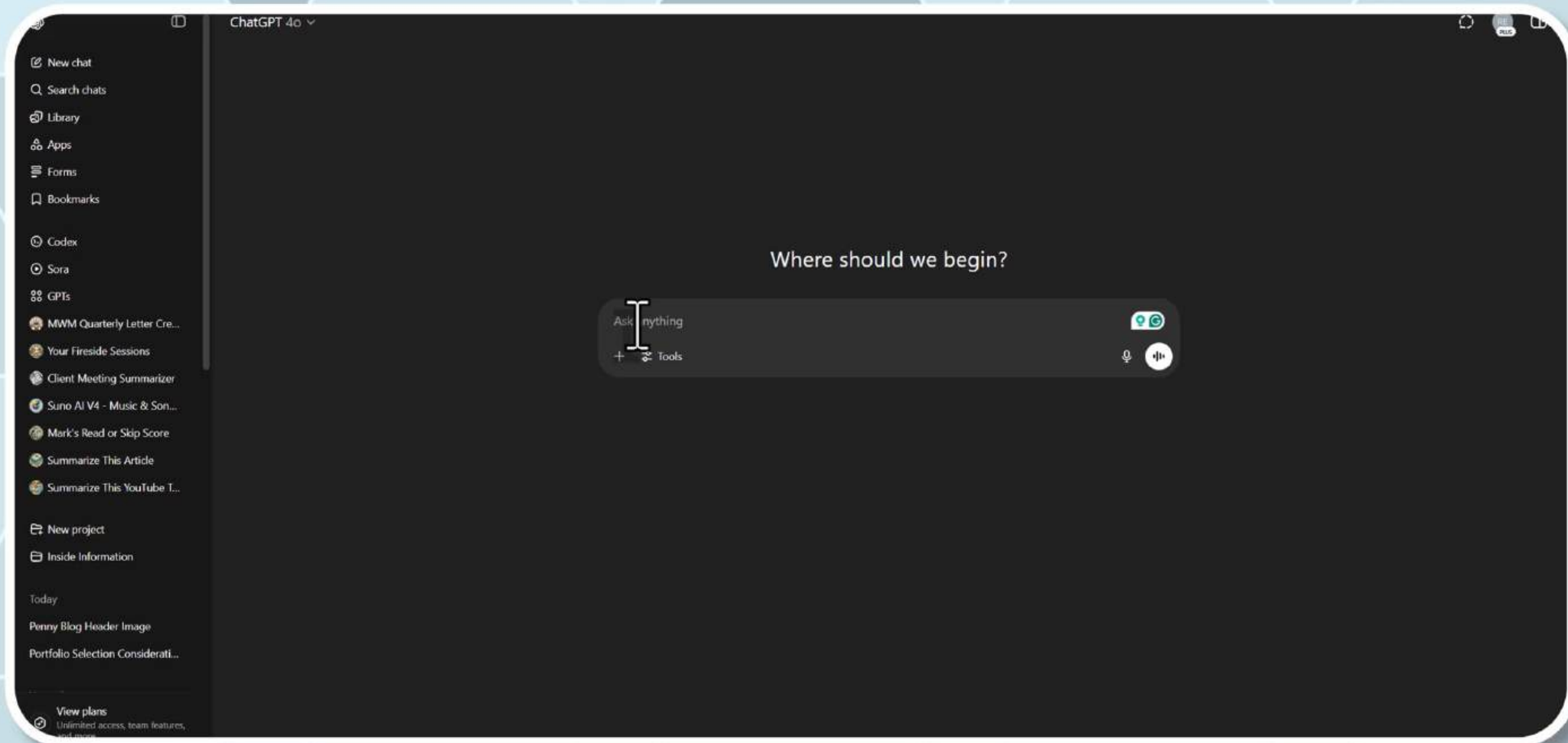
Logo Alternatives



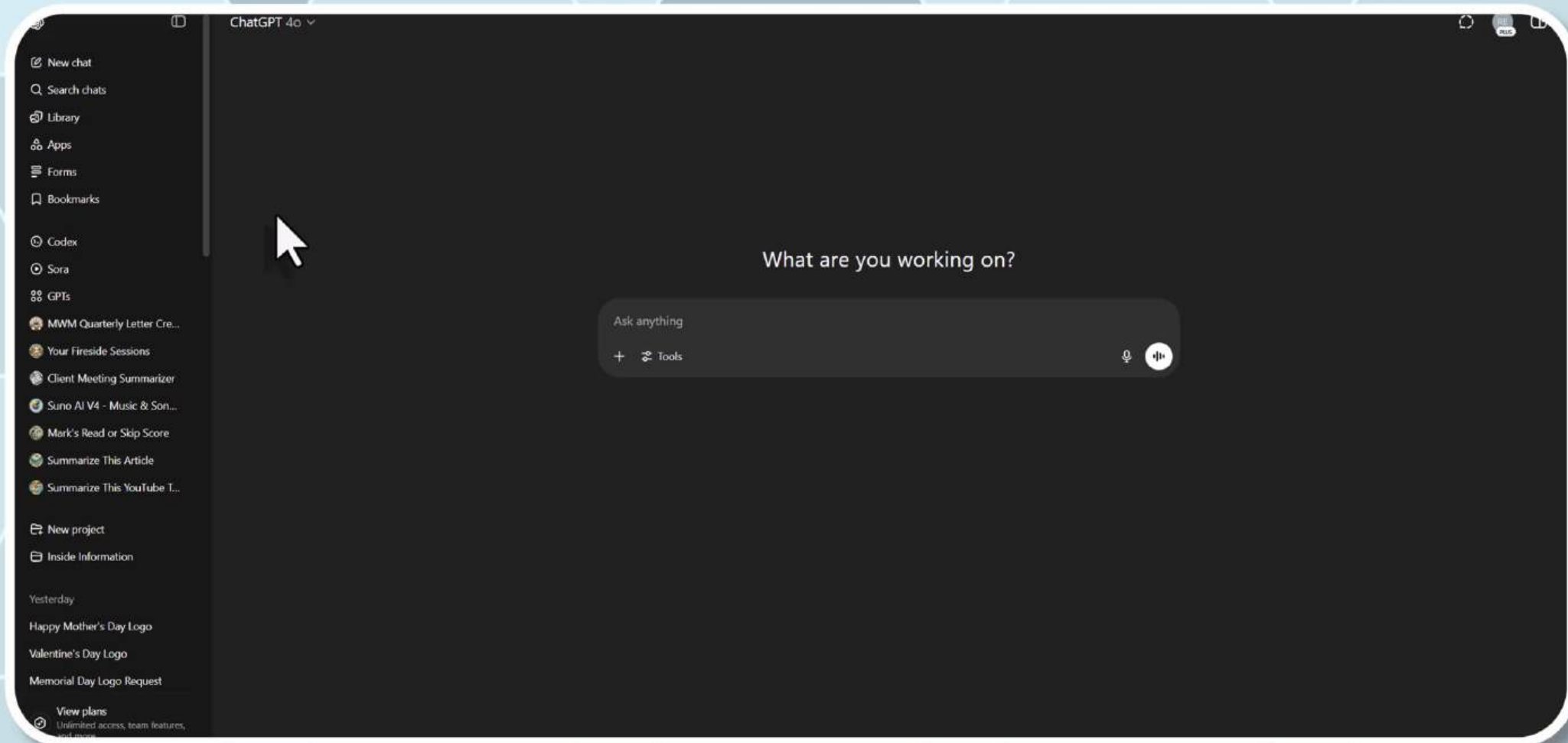
Making Your Own Clipart



Making Blog/Website Image



Making Infographics



Creating Visuals From Text (using Napkin.ai)



[Home](#) [Pricing](#) [About us](#)

[Sign in](#)

[Get Napkin Free →](#)



Get visuals from your text

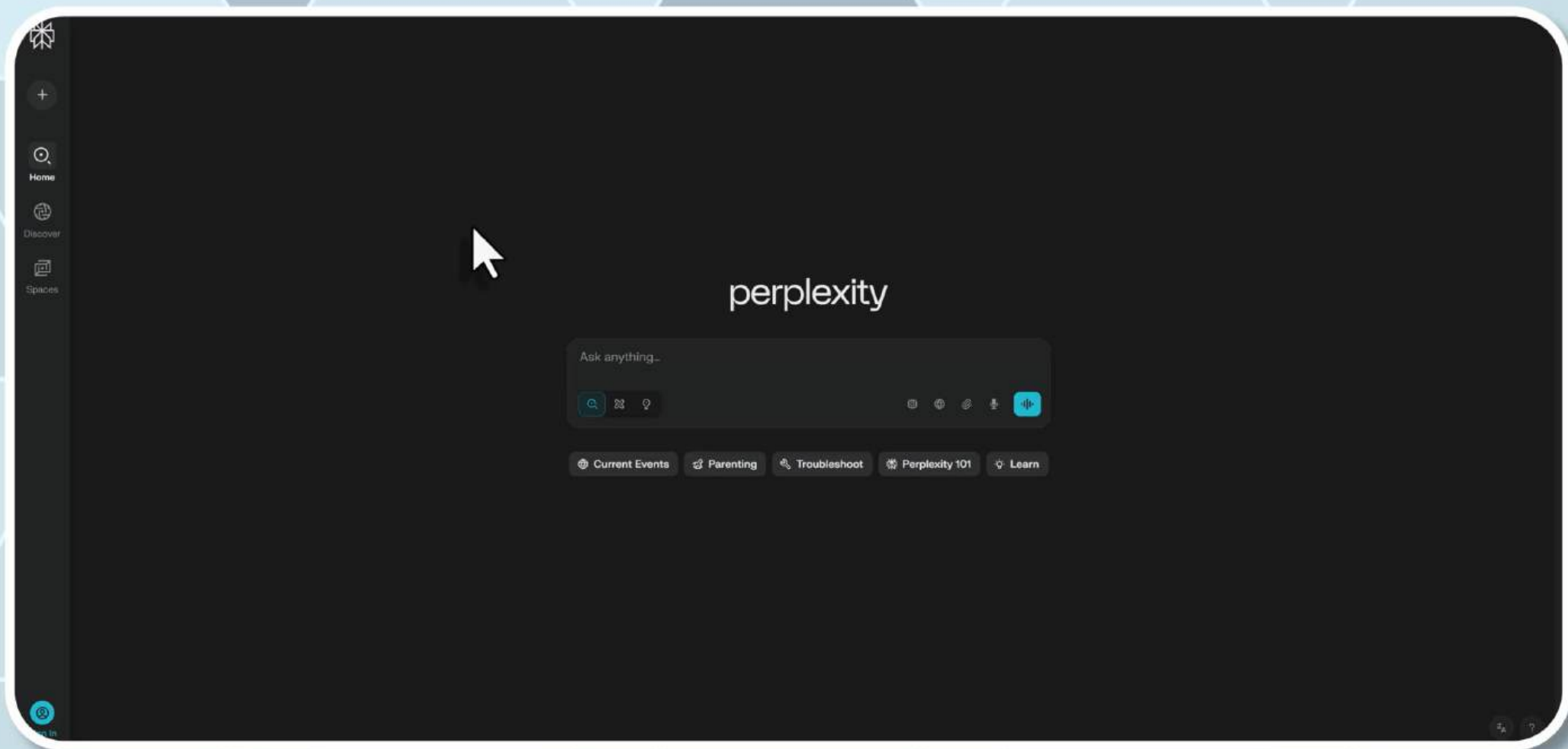
Napkin turns your text into visuals so
sharing your ideas is quick and
effective.

AI for Research

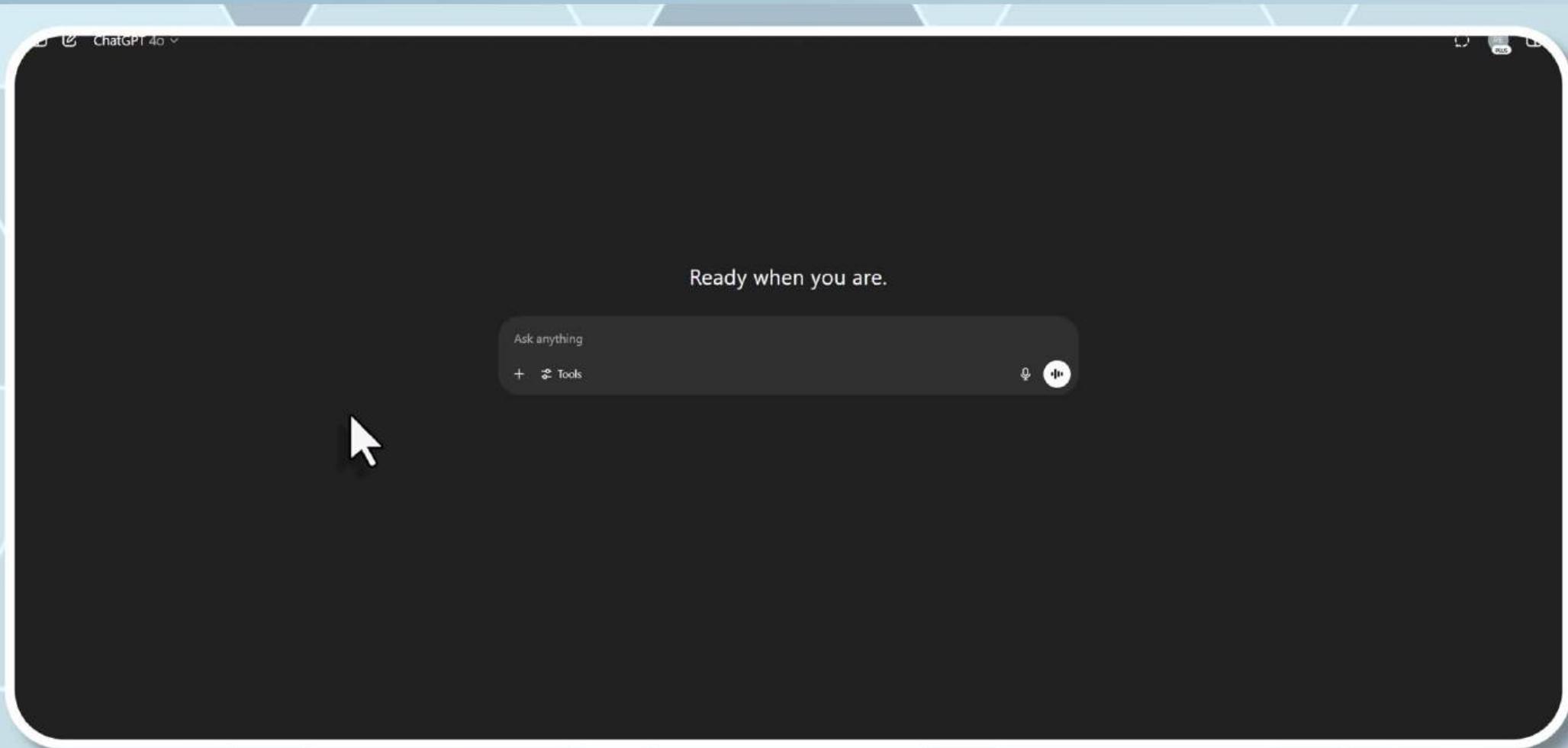


- Google mostly provides what to read to get your answer
- AI tools can more directly give you the answer
- BE CAREFUL – AI will confidently and plausibly give you wrong answers; review everything that's client facing
- Examples: Perplexity, Deep Research, ithy.com

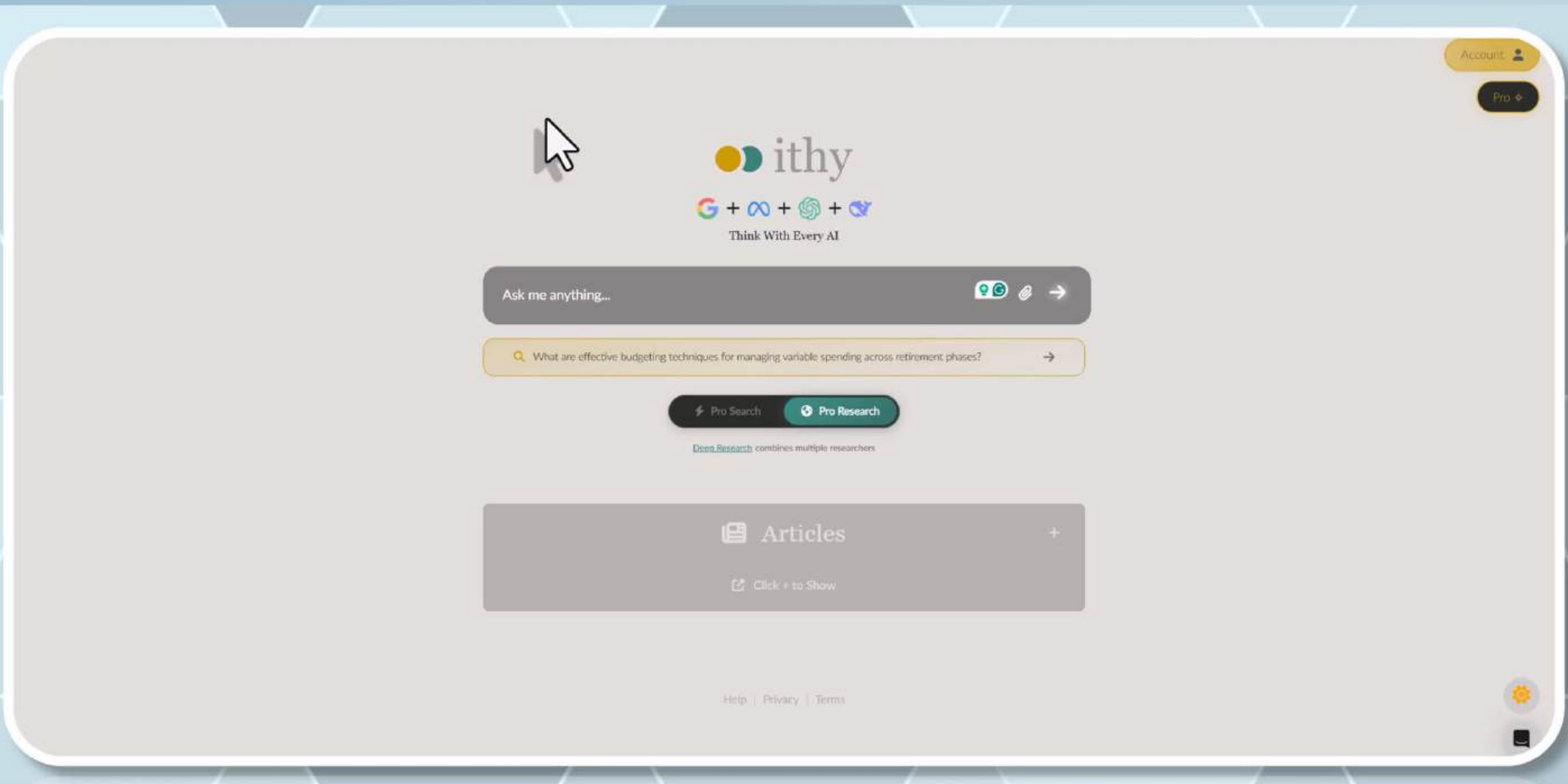
Searching For Answers (using Perplexity)



“Deep Research” (using ChatGPT)



Lighter Research (with ithy.com)





AI for Meeting Notes

- My favorite use case
 - Helps with meeting prep, notetaking, CRM notes and follow-up
- Examples: Zocks, “handwriting-version”, Fathom

Client Meeting Notes (Zocks)

zocks

MEETING HUB

- Upcoming
- Past Meetings**
- In Person Meeting
- Setup

EMAIL HUB

- Inbox **New**

ANALYTICS HUB

- Dashboard

LIBRARY

- Contacts

ACCOUNT

- Profile settings
- Manage team
- Plan
- Help Center

Rich Guy and Mark call

Jun 06, 2025 9:00 AM - 9:05 AM 2

Participants **Configure assignment** **Show Participants' Sentiment**

CLIENTS (1)

Rich Guest 38%

FINANCIAL ADVISORS (1)

Mark Wilson You 62%

MEETING SUMMARY **MEETING DETAILS** FORMS

Client Meeting **Open all**

Financial Summary

Client Information

Rich is a high-net-worth client with multiple real estate properties, including ranches and hunting spots. He has recently purchased his third ranch in Montana, has private investments including angel investments and MLPs, and has recently acquired a private jet. Rich is also involved in a company that is approaching an IPO and serves on its board.

Discussed Topics

- Confirmation of wire transfer for ranch purchase
- Status of tax returns and K1 forms
- Recent trip to Spain using the new private jet
- Upcoming board meeting related to IPO

Follow-Up E-mail

Dear Rich,

It was great seeing you again! I have summarized the action items as a follow-up to our meeting. If I have captured anything incorrectly or left something out, please let me know.

Rich:

- Send the two K1s to Matt for processing.
- Share the wedding photos from Spain, especially those taken by Roxanne.

Mark Wilson:

- Review the draft tax returns once Matt has prepared them.

Meeting Notes From Scribbles (ChatGPT)

Mark

9/24/24 Bill & Jackie

- catch up
- review tax report
- discuss pending retirement
 - timing
 - replacing paychecks
- review estate plan progress

they got back from Costa Rica

- loved it but will not be going back, too many big bugs

Elliot got new job in Isles

grandkids are getting big and silly

tax report shows they will be in IRMAA surcharge range

- file form to appeal in Jan (Mk)
- 25% & 5% fed/st brackets
- next year lower
- Roth conversions coming

retirement in Dec

\$5,000/mo starting in Jan

Jackie will track spending to see how this goes


have not met with estate atty

- Bill will call Betsy Ross and make meeting

Staff Meeting Notes (Fathom)

FATHOM 🔍 Search Call Recordings

Refer **UPDATED** Settings Help & Feedback **16** M



Recording and taking notes

7:18 Mark's Fathom Newsletter FATHOM 5

SUMMARY TRANSCRIPT ASK FATHOM

General 🔧 us EN 📄 Copy Summary

Client Management and Tools

- Addressed issue with incorrectly linked client (██████████) in CRM
 - ██████████ is the daughter of client ██████████, not a client herself
- Set up new household for ██████████, a recent widowed client requiring extensive cleanup
 - ██████████'s husband passed away unexpectedly after initial contact
 - Challenges include accessing accounts and locating information
- Discussed Right Capital Integration:
 - Switching from CapTech to Schwab link for cost basis information
 - Awaiting Schwab approval (2-3 day process)
 - CapTech currently not providing cost basis information in exports

iRebal Security Cleanup Process

- Goal: Remove ~300 out of 618 total securities (expired bonds, old stocks, etc.)
- Scott received step-by-step training on the cleanup process:
 - Use filtering function to search for securities
 - Select securities for deletion (10-15 at a time)
 - Use "Actions > Delete" to remove unlinked securities
 - Mark "skipped" for any securities still linked to accounts
- Emphasized importance of creating a procedures list for annual cleanup
- Process includes handling both bonds and other securities (stocks, ETFs, mutual funds)
- Discussed potential issues with linked securities and how to handle them

Impromptu Zoom Meeting

Apr 22, 2025

Share 🔗 ⋮

ACTION ITEMS

Copy for 📄 Copy Follow-up Email 📧

- ☐ Execute iRebal security cleanup using provided spreadsheet list (~300 items) ⚡ @ 23:44 🧑 Scott
- ☐ Create procedures list for iRebal security cleanup process (5 steps) ⚡ @ 40:46 🧑 Scott
- ☐ Start Schwab linking process for right capital (2-3 day approval) ⚡ @ 41:19 🧑 Mark Wilson
- ☐ Follow up with Capitec re cost basis export issue ⚡ @ 41:33 🧑 Mark Wilson

⚡ Action Items Generated by AI DELETE ALL

SCREEN SHARING

🖥️ Scott started screen sharing @ 11:47

YOUR QUESTIONS

Organizing Data



- AI can help us grab and make sense of the piles of data we want to review
- We can even have data delivered to us on our schedule
 - *Example: ChatGPT*

Grabbing Website Data

Bloomberg

SubscribeMy Account

Live TVMarketsEconomicsIndustriesTechPoliticsBusinessweekOpinionMore


US Edition

Markets

United States Rates & Bonds

Navigate volatility with JPMorgan Income ETF.

Get JPIE



J.P.Morgan
ASSET MANAGEMENT

Before it's here, it's on the Bloomberg Terminal. Learn More

OverviewIndicesU.S.U.K.GermanyJapanAustralia

Treasury Yields


NAME	COUPON	PRICE	YIELD	1 MONTH	1 YEAR	TIME (EDT)
GB3:GOV 3 Month	0.00	4.23	4.33%	+2	-107	4:59 PM
GB6:GOV 6 Month	0.00	4.14	4.29%	+5	-109	4:59 PM
GB12:GOV 12 Month	0.00	3.95	4.12%	+11	-106	4:59 PM
QT2:GOV 2 Year	3.88	99.88	3.94%	+11	-94	4:59 PM
QT5:GOV 5 Year	4.00	99.98	4.00%	+9	-50	4:59 PM
QT10:GOV 10 Year	4.25	98.48	4.44%	+13	-6	4:59 PM
QT30:GOV 30 Year	4.75	96.66	4.97%	+18	+32	4:59 PM

Learn MoreRobinhood

Treasury Inflation Protected Securities (TIPS)

NAME	COUPON	PRICE	YIELD	1 MONTH	1 YEAR	TIME (EDT)
GT85:GOV	1.63	100.34	1.59%	+1	-57	4:59 PM

Grabbing Money Market Yields (“task”)



Accounts & Products ▾ Advice ▾ Pricing ▾ Why Schwab ▾ Learn ▾


Open an Account


Schwab Money Funds

Designed to offer stability of capital, liquidity, and income.

- A convenient way to access potentially higher yields on cash
- Access to a range of taxable and tax-exempt money funds¹
- No transaction fees to buy or sell²
- Minimum investment as low as \$0*

Open an account






What is a money market fund?


A Money Market fund is a mutual fund that invests in short-term, higher quality securities. Designed to provide high liquidity with lower risk, stability of capital and typically higher yields than some other cash products.

Compare these money fund types

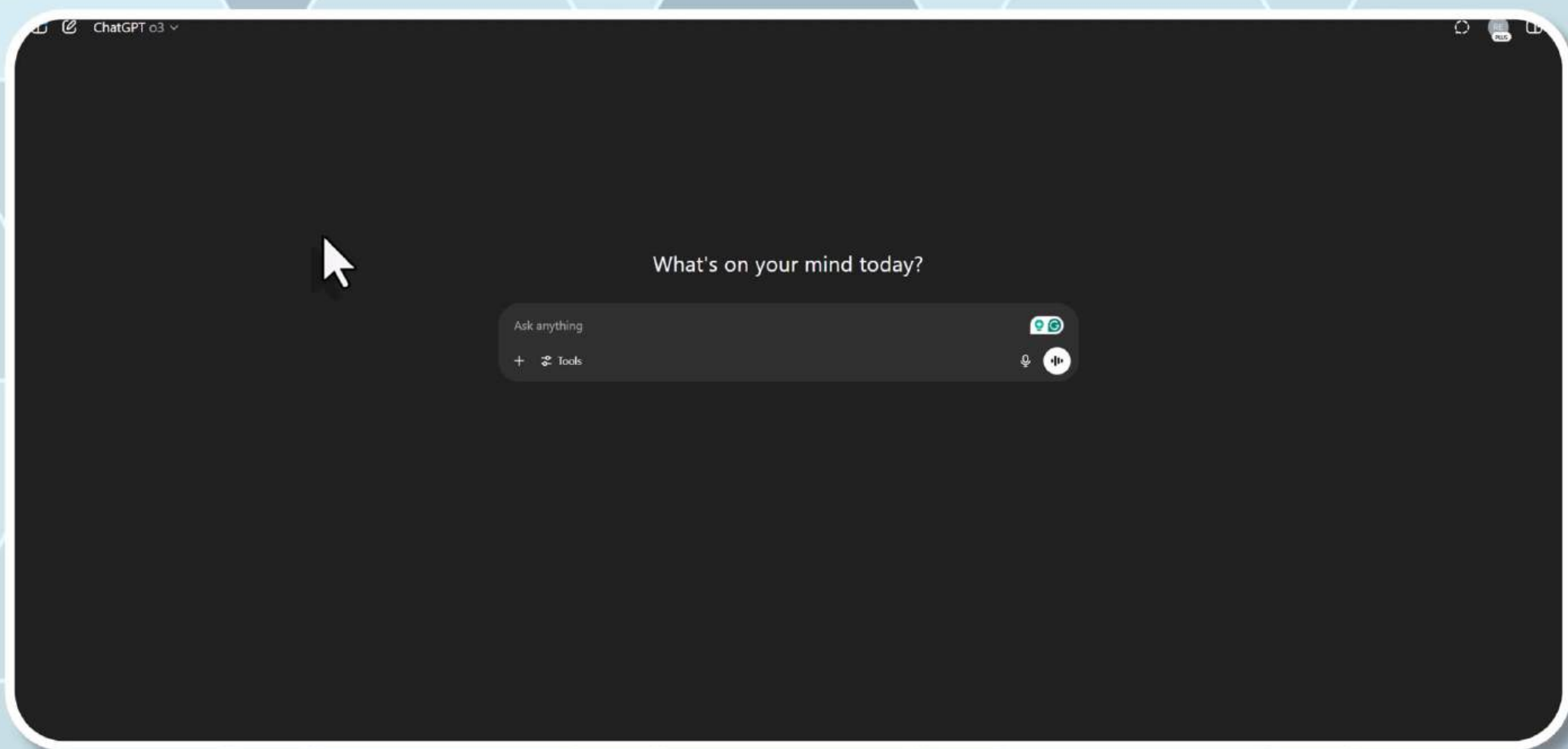
Ready to get started?

Open an account

Live Chat 

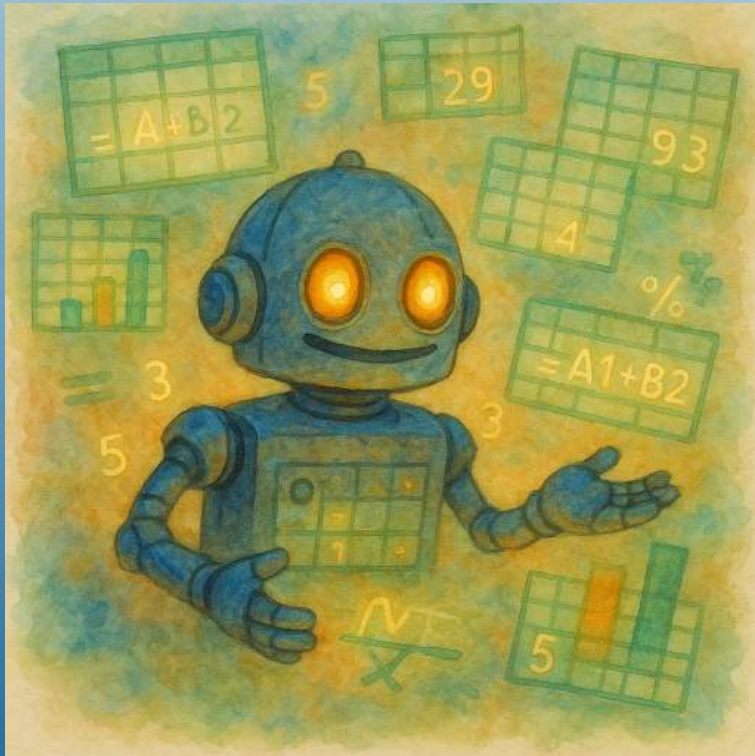


Explaining Charts (chatting with them, too)



Looking Through Saved Materials

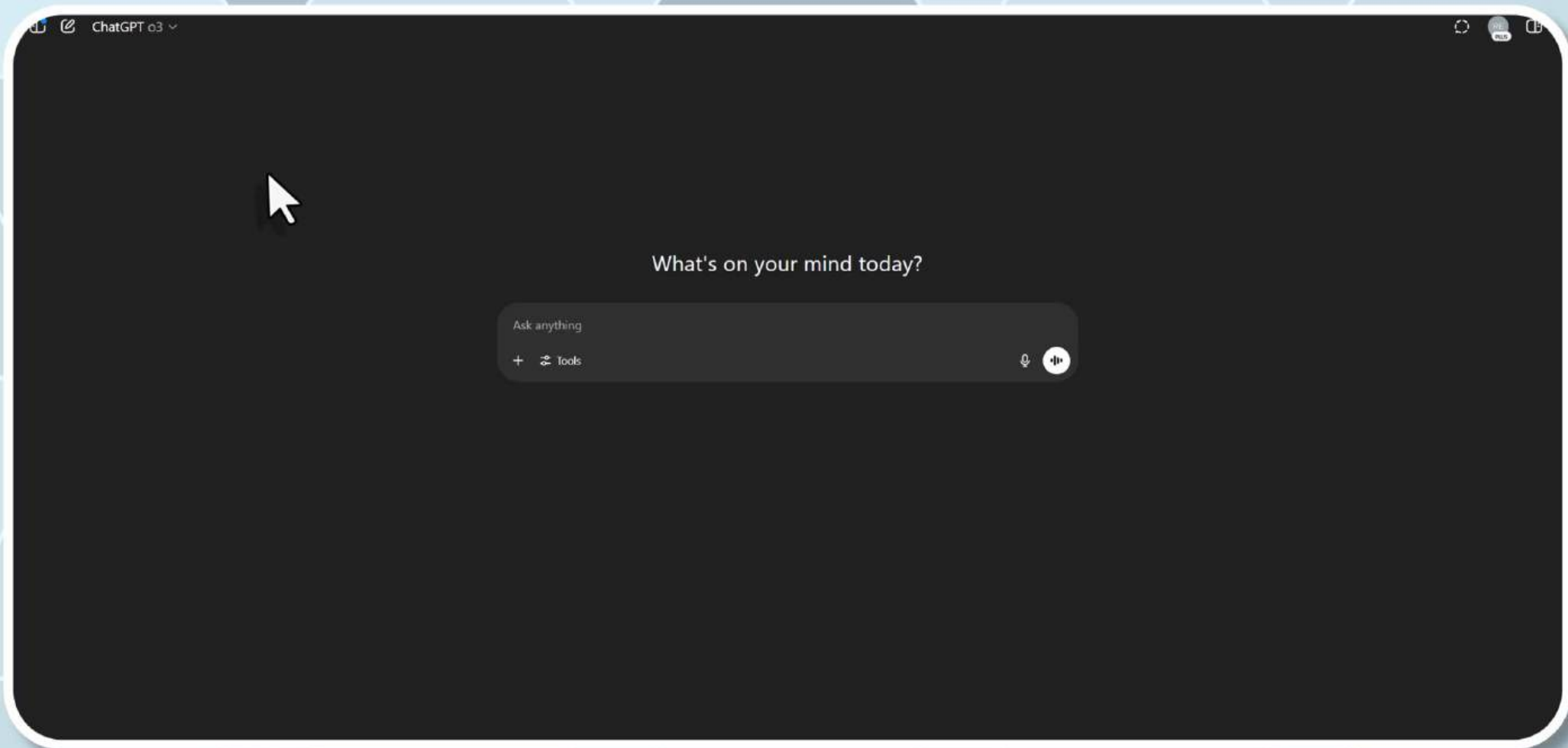




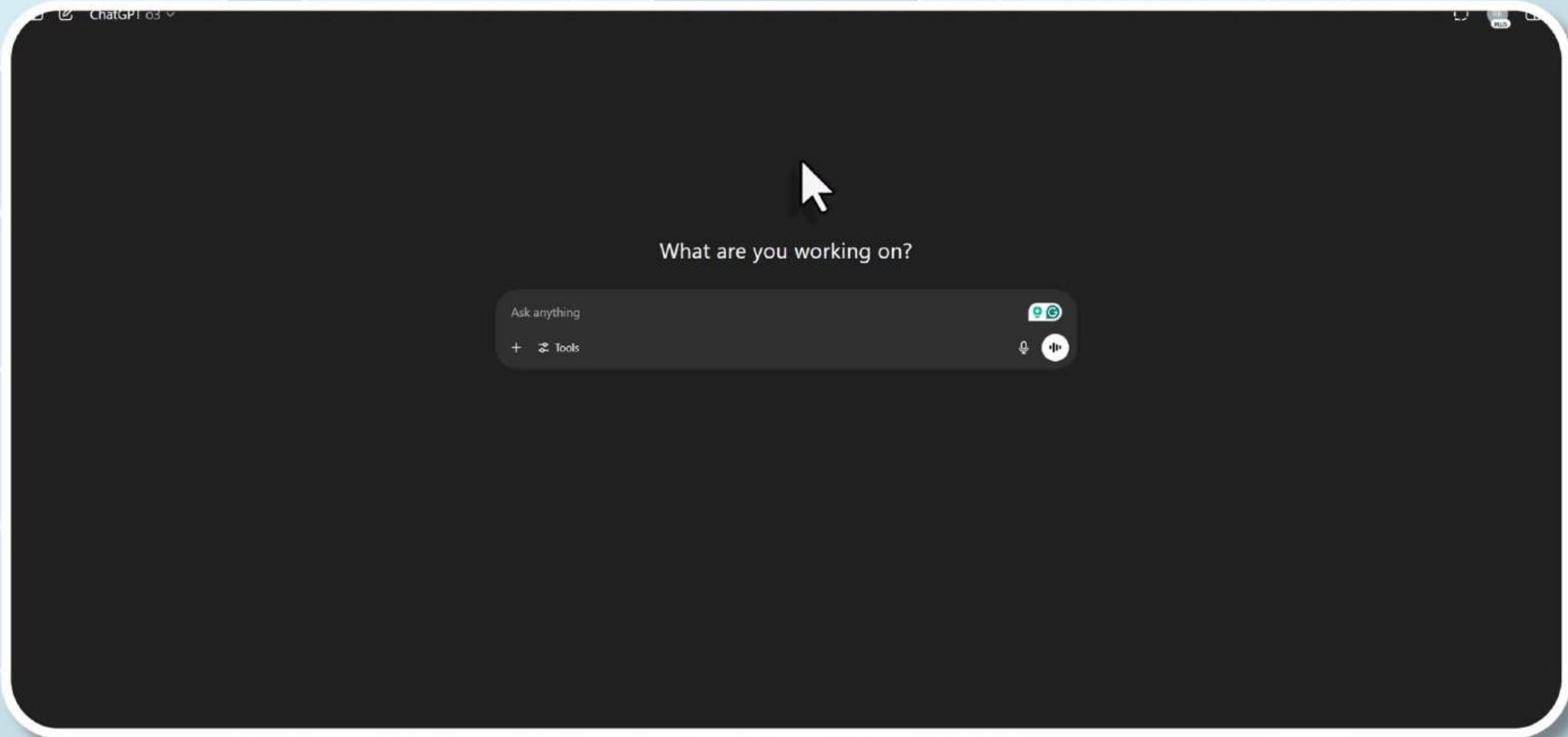
AI in Spreadsheets

- We can have AI build a spreadsheet for us
- Formulas can only do so much; adding AI tools to Excel/Sheets opens new doors
- *Example: Numerous.ai add-in and ChatGPT*

Loading Data Into Excel



Building Spreadsheet Draft



AI Within Excel (Numerous.ai)

The screenshot shows a Microsoft Excel spreadsheet with the Numerous.ai AI assistant sidebar open on the right. The spreadsheet contains a table with the following data:

Program Date	Program Name	NAPFA Category
8/29/2024	Giving Advice To Retirement Investors In Accordance With The New Retirement Security Rule (Dol Fiduciary 2.0)	E-Retirement Planning & Employee Benefits
8/29/2024	What's Happening In Washington: The Current Policy Landscape And What Regulation May Be Coming Next For Financial Advisors	
8/27/2024	Elder Fraud Prevention and Cybersecurity in the Digital Age	
7/22/2024	What Financial Planners and CPAs should know about Trusts and Estates	
7/16/2024	Vanguard's Midyear Market Outlook	
6/27/2024	A Wealth of Well-Being: The Third Generation of Behavioral Finance	
6/18/2024	Schwab 2024 Midyear Outlook	
6/13/2024	Long-Term Care Insurance Update: Part 1	
5/7/2024	Effectively Using Generative AI to Improve Financial Planning Efficiencies - LIVE	
4/23/2024	The Changing Nature of Personal Risk	
4/19/2024	Helping Older Americans Navigate Fraud	
4/2/2024	Creating a Goal-Based Retirement Income Plan - LIVE	
3/26/2024	How to Avoid The Top 10 Costly IRA Mistakes	
3/19/2024	Guaranteed Income: The Forgotten Household Asset	
2/15/2024	Tax Planning 201	
12/6/2023	Improving ETF Trading Outcomes: What Advisors Need to Know	
11/21/2023	End-of-Year and 2024 Tax Planning - LIVE	
10/3/2023	Tax Strategies for Upper-Middle Class Clients	
9/28/2023	Which Type of Retirement Plan is Best for a Business Owner	
9/19/2023	Highlights of SECURE Act 2.0: Retirement Planning Opportunities And Challenges	
9/19/2023	Helping Clients Manage Their Budget In Real Life	
9/19/2023	Mastering Client Service Models: Strategies for Defining and Delivering Services Consistently, Efficiently, and Profitably	
9/12/2023	RIA CTO Workshop: Decoding Wealth Management's AI Transformation	
9/12/2023	FinTech Demo Drop II: Unveiling the Latest WealthTech Tools	
9/5/2023	Advanced Roth Conversion Strategies - LIVE	

The Numerous.ai sidebar on the right includes the following sections:

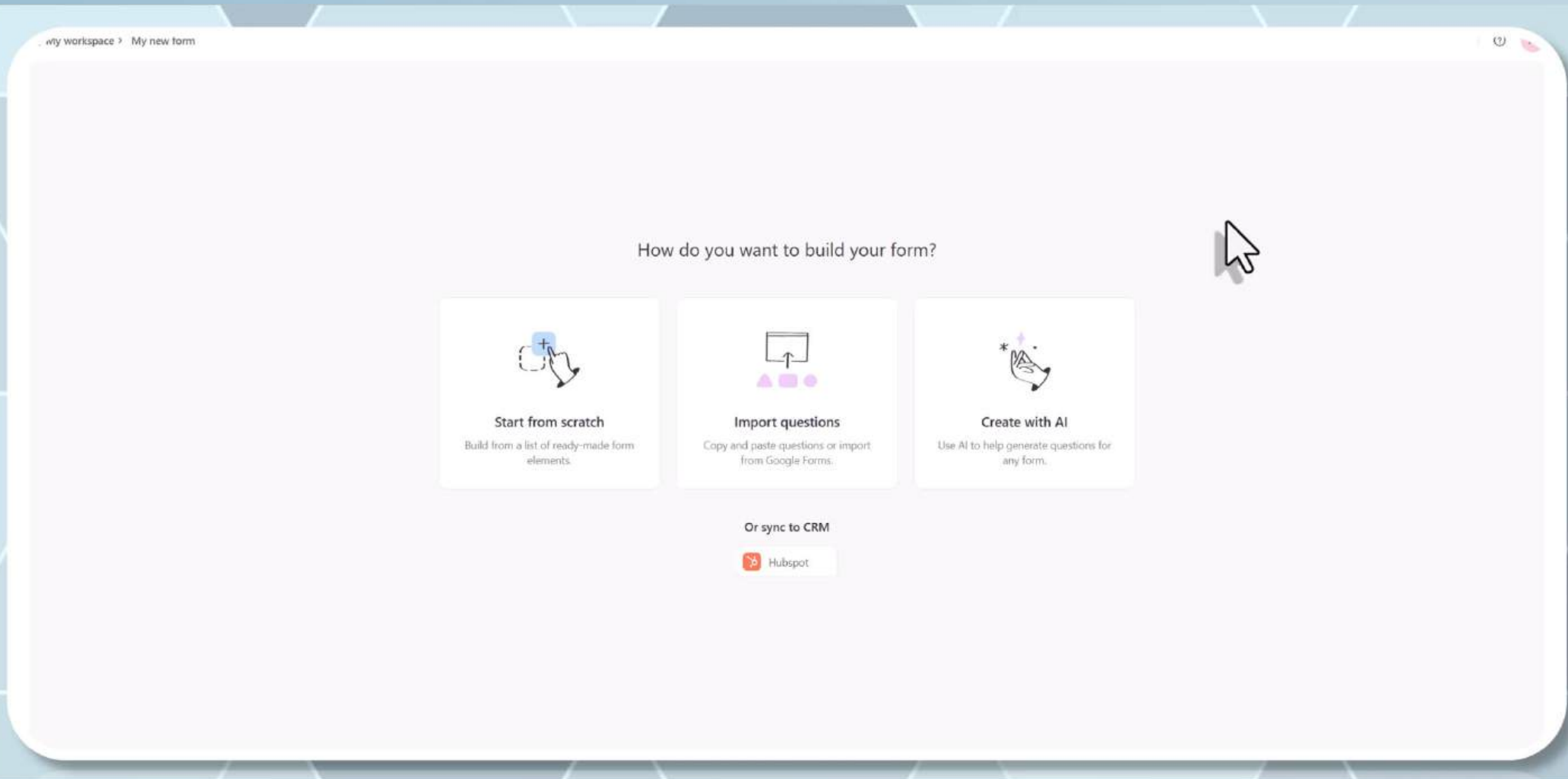
- Numerous.ai**: Numerous.ai is your AI-powered toolbox for spreadsheets. Email me if you have any feedback or encounter problems. Here's a video tutorial.
- GENERAL FUNCTIONS**:
 - =NUM.AI(...)**: Use GPT to answer questions, extract info, and more.
 - =NUM.INFER(...)**: Teach GPT to categorize or reformat by providing examples of what you want.
 - =NUM.WRITE(...)**: Have GPT write messages and longer text.
- FORMULAS**:
 - Generate formula**
 - Explain formula**
- DATA**:
 - Classify**: Classify something as one of multiple categories.
 - Reformat**: Reformat data to your desired format.
 - Extract**: Pull specific information from text.
 - Sentiment analysis**: Analyze tone and emotion of a text.
- TEXT**:
 - 1790/2000 tokens remaining (Manage plan)



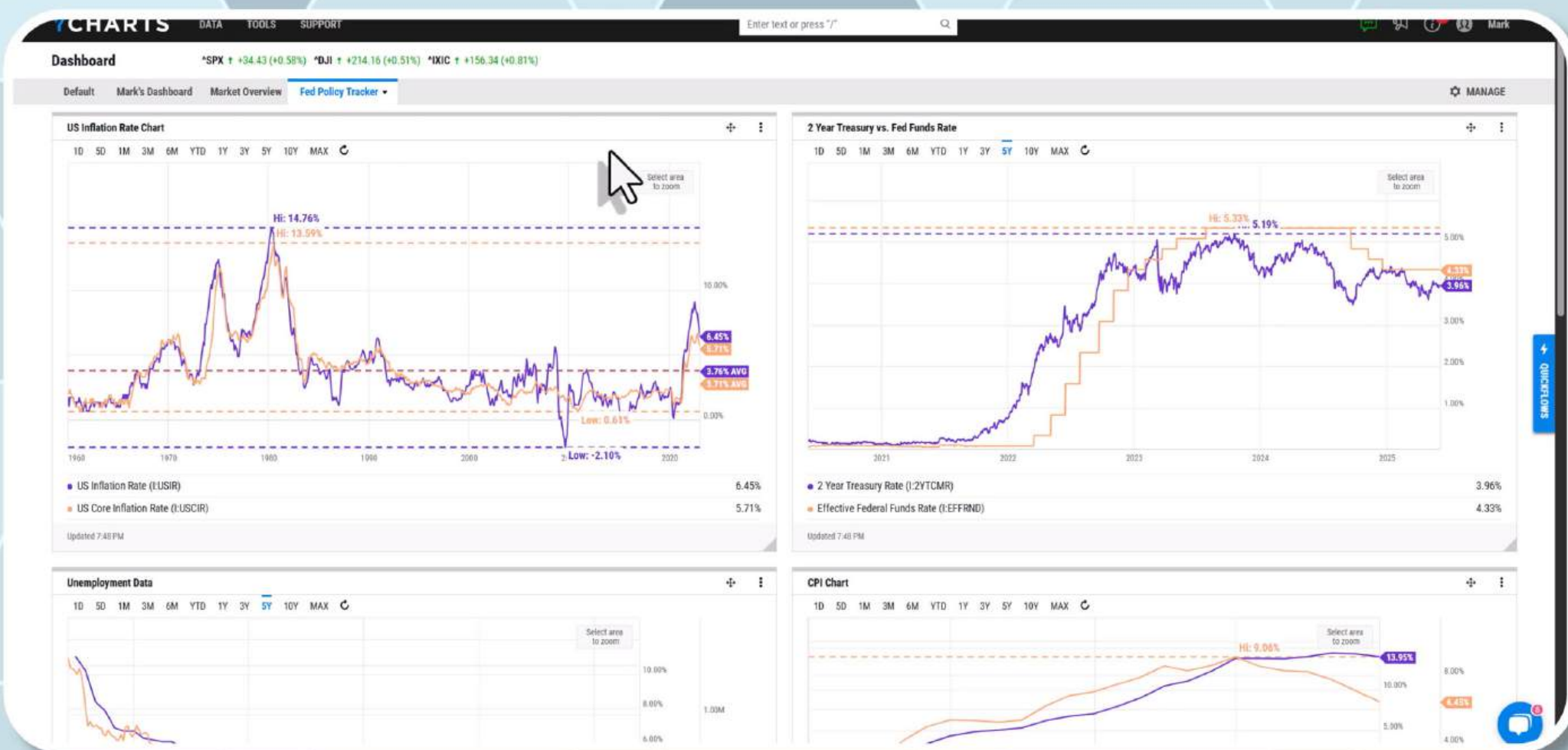
AI Within Our Everyday Apps

- We are already seeing our everyday financial planning solutions directly integrating AI
- We'll see nice productivity gains
 - *Examples: Typeform and YCharts*

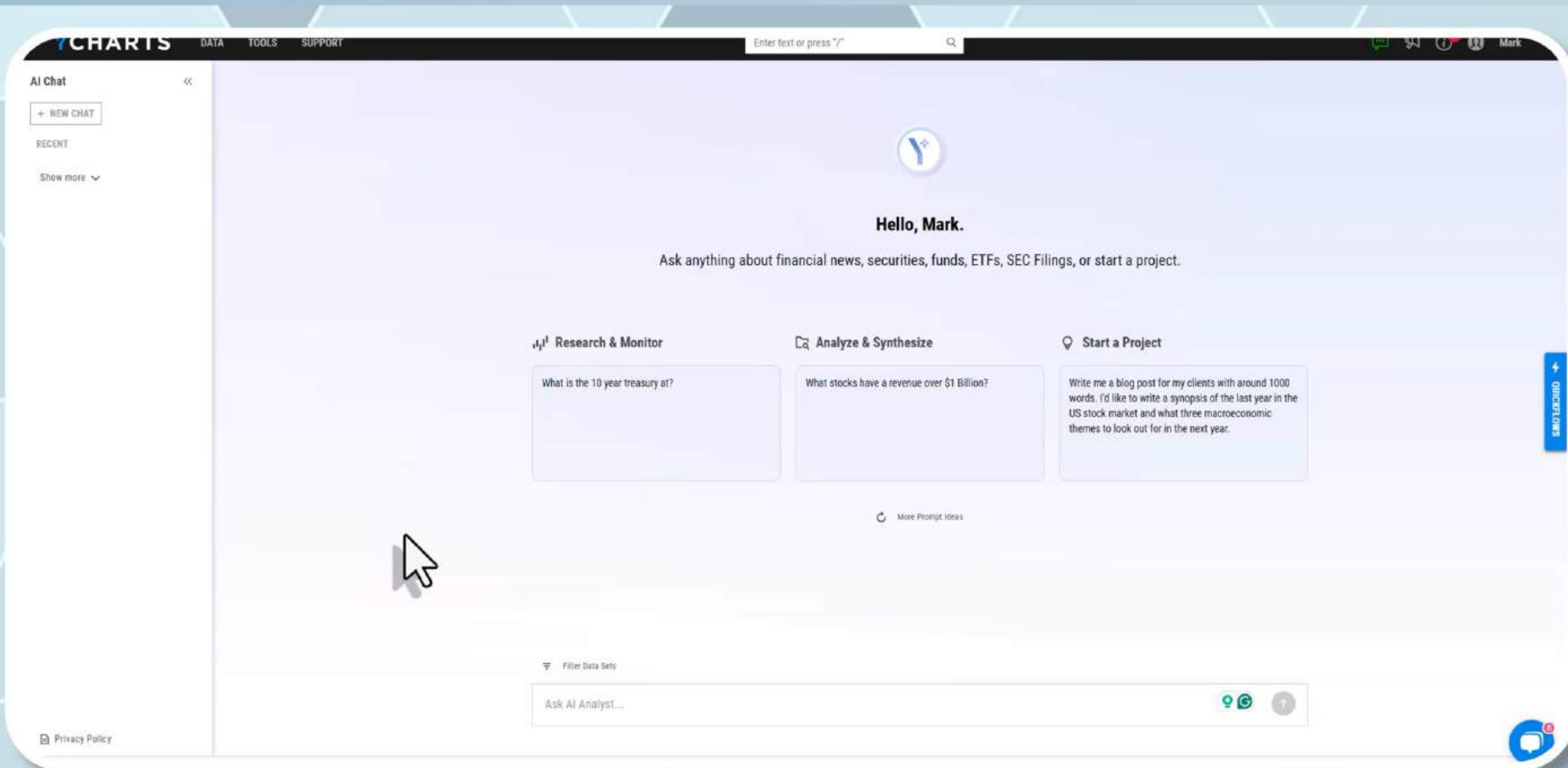
AI In Typeform (Client Survey)



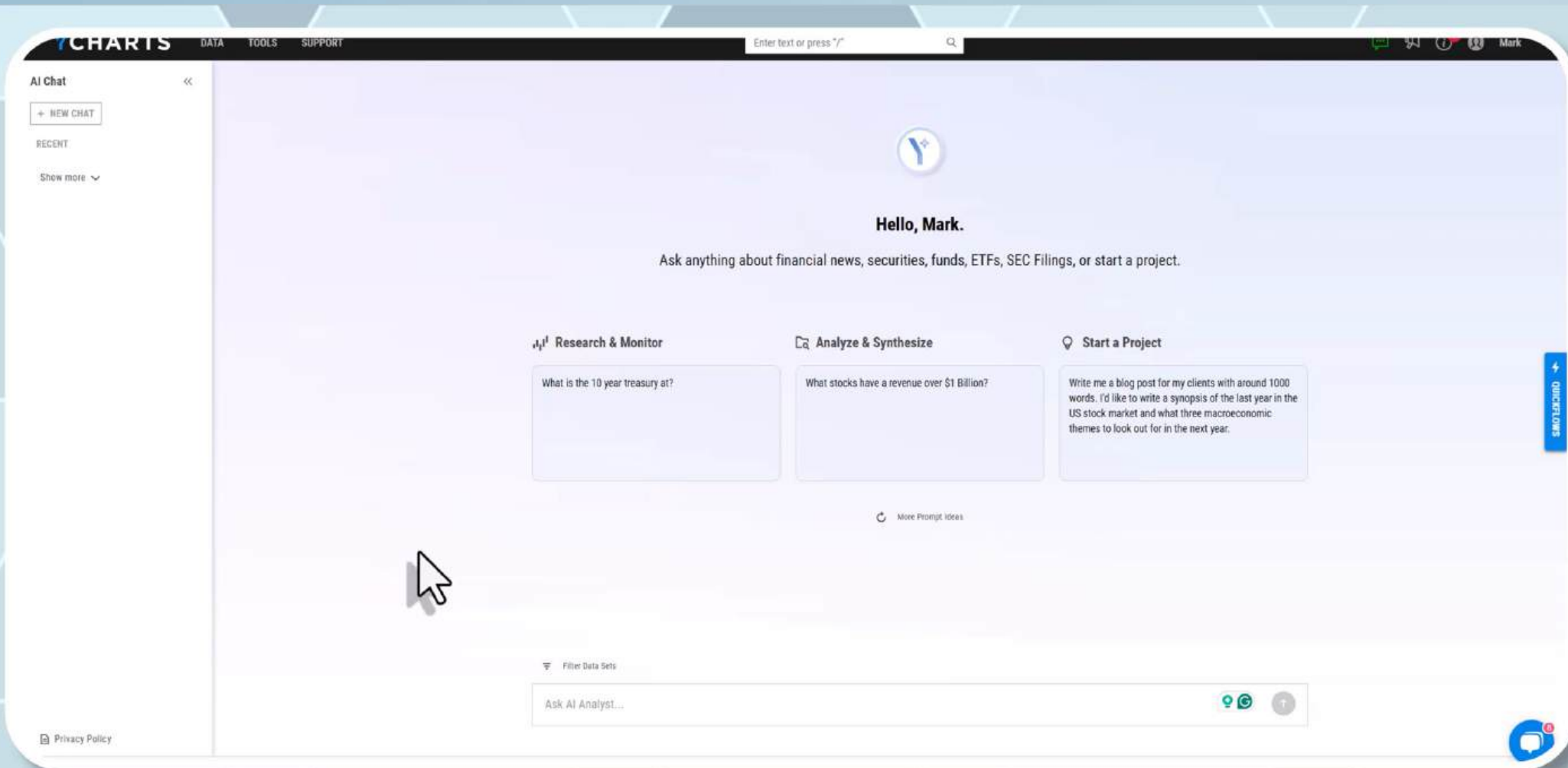
AI in YCharts (quick stock screening)



AI in YCharts (easy economic numbers)



AI in YCharts (stock performance)





AI Personal Use Cases

- Talking with more advanced Siri
 - Reading materials aloud
 - Converting a cooking video into a recipe card
- Creating cartoon images from photos
 - Making songs

Wrapping Up

- *Today's AI tools are not going to replace us, but advisors effectively using these tools will have a big advantage over those not using these tools*



Wrapping Up

- AI tools can help you be more productive
 - AI tools *must* be checked for accuracy; they will disappoint you when you least expect it
- Notetaker apps are a great use case and are very easy to implement
- Give “Chet” a chance once a day and you’ll be glad you did





Questions?

Feel free to reach out to me if you have questions:

Mark Wilson, APA, CFP®
mark@milewealth.com