

ALTERNATIVES INVESTING SURVEY

Female Advisors Lead in Alternatives Usage

Women report greater alts adoption and conviction than their male peers

Across our global survey, female advisors view alternatives as an important component of portfolio construction and a valuable tool for enhancing client conversations.



Female advisors see alts as a core portfolio holding

82%

are very satisfied with the performance of their clients' alternative investments.

81%

feel confident implementing alternative investments into client portfolios.

82%

believe alts should be core to HNW investors' portfolio strategy.

81%

of female advisors expect client interest in alts to increase, compared with 73% of male advisors.

Female advisors using alts report an average alts allocation of 16%.

- 42% believe the optimal alts allocation is 21–30%, vs. 27% of male advisors.
- 62% regularly use five or more alts products.
- Female advisors plan to increase their allocations to private equity, private credit and real estate over the next one-to-two years.

“

I see alts usage increasing...bringing these opportunities to our clients downmarket and getting investors started in alts at a younger age.”

U.S. Female Advisor, Wirehouse, \$1B+ AUM



Female advisors see alts reshaping client portfolio conversations

82%

of female advisors, compared with 70% of male advisors, say conversations about alternatives have shifted from what alts are to which alts best fit the portfolio.

80%

say alternatives have enhanced their client conversations about portfolio construction.

77%

of female advisors, compared with 65% of male advisors, say alternatives are essential to helping clients reach their financial goals.

82%

believe an alternatives allocation will drive stronger long-term outcomes than a traditional 60/40 portfolio.

80%

say the macro environment has made investing in alternatives as much about hedging risk as generating returns.

85%

say a deep understanding of clients' liquidity needs has helped them implement alternatives more effectively.

“

When we do a client review, we look at the portfolio performance, the total portfolio, and the performance by asset class...When clients can see that historical performance, especially in a down market, and see where alternatives have either outperformed stocks or outperformed fixed income, it makes them much more inclined to want to add to that asset class.”

U.S. Female Advisor, Wirehouse, \$1B+ AUM



Alts expertise emerges as a business builder

- 81% of female advisors, compared with 70% of male advisors, say becoming an alts expert will be a meaningful growth driver for their business.
- 83% say alts expertise is a “must-have” for advisors.
- 82% believe greater access to alternatives will increase clients’ reliance on professional advice.
- 78% agree that wealth managers without a strong alternative offering will be left behind.
- 78% of female advisors, compared with 65% of male advisors, say new and prospective clients expect robust alternatives offerings.
- 75% of female advisors, compared with 64% of male advisors, say educational materials have increased their use of alternatives.



When I explain what an alternative investment does and how it’s different from everything else a client has, my clients usually realize that it’s something they should have some exposure to.”

U.S. Female Advisor, Wirehouse, \$1B+ AUM



Advisors want portfolio tools, education and peer examples

Female advisors cite risk-management and monitoring tools, client-facing educational materials and peer case studies as the most helpful types of alts support.

79%

say in-person education is crucial to building their alternatives knowledge.

83%

report that portfolio construction support is among the most valuable resources an alts partner can provide.

74%

say education helps address clients’ concerns.

“

The lack of alts adoption is often a communication problem. It ultimately boils down to the advisor not feeling comfortable telling the story, so they stick to the traditional investments they know.”

U.S. Female Advisor, Wirehouse, \$1B+ AUM



Power users show even stronger alts conviction

Nearly half of female advisors globally qualify as power users—a group with high usage of a broad range of alts vehicles and products—compared with 37% of male advisors.

45%

of power users say they have deep alternatives knowledge, compared with 30% of all female advisors.

Power users report an average alts allocation of 21%, compared with 16% among female advisors using alts.

53%

of power users believe the optimal alts allocation is 21–30%.

Power users cite improved absolute returns, increased client satisfaction and increased client retention as the top three benefits of implementing alternatives.

Most power users expect client allocations to increase across alts vehicles over the next one-to-two years. Percentage of power users expecting allocations to increase:

- Liquid alts (daily valuations): 60%
- Evergreen/semi-liquid funds: 67%
- Drawdown funds: 64%

92%

of power users, compared with 80% of female advisors overall, agree that investors often have longer time horizons than they realize—making private market allocations more suitable for them.

“Power users” refers to survey respondents who report higher levels of alternative investment usage. Reported benefits are based on respondent experiences and should not be viewed as guarantees of any particular investment or business outcome.

With the Great Wealth Transfer underway, these findings affirm that capturing female investors' interest in private markets starts with the understanding that a risk-averse profile is not a barrier to using alternatives. Those advisors who bridge the knowledge gap and align alternative investing opportunities with investors' long-term portfolio goals will deepen client trust and differentiate their practice during this pivotal shift in wealth ownership and wealth management.

Discover more resources and insights at [The Alts Institute](#).



About the research

- 171 female wealth managers participated in the survey, including 75 female power users.
- Power users are wealth managers who scored highly on the proprietary Brookfield Alts Index, indicating high alternatives usage across a broad range of vehicles and products.
- Respondents had an average of \$671 million in AUM.
- 46% were based in the U.S. and Canada and 54% were based in the U.K. and Switzerland.
- The survey was conducted from February through April 2026.

The information herein pertains to a Brookfield-commissioned survey of select investors; results may not be representative of the broader investor population. Responses reflect participants' views at the time of the survey and are not indicative of future investment results or outcomes. The survey is provided for informational purposes only and does not constitute investment advice or a recommendation regarding any investment strategy. The suitability of alternative investments depends on an investor's individual objectives, risk tolerance, investment horizon, liquidity needs, and other circumstances. Alternative investments involve significant risks and may not be suitable for all investors.

Survey Methodology

The data presented here reflects a subset of respondents from a broader study commissioned by Brookfield. CoreData Research conducted an online survey of 600 wealth managers, with an average practice AUM of US\$657 million, and 60 fund selectors responsible for evaluating alternative asset managers and products for firm platforms. The survey was conducted across the U.S., Canada, the U.K. and Switzerland from February to April 2026.

Brookfield Private Wealth LLC is registered as a broker-dealer with the U.S. Securities and Exchange Commission (SEC) and is a member of FINRA and the Securities Investor Protection Corporation (SIPC). Brookfield Private Wealth LLC is a wholly owned subsidiary of Brookfield.

The information contained herein is for educational and informational purposes only and is not intended as and may not be relied on in any manner as legal, tax or investment advice, a recommendation, or as an offer to sell or a solicitation of an offer to buy any securities offered by Brookfield Corporation and its affiliates (together, "Brookfield"). Brookfield may not have verified (and disclaims any obligation to verify) the accuracy or completeness of any information included herein, including information that has been provided by third parties, and you cannot rely on Brookfield as having verified any of the information. Any outlooks or forecasts presented herein are as of the date appearing in this material only and are also subject to change without notice.

Past performance is not indicative of future performance, and the value of investments and the income derived from those investments can fluctuate.

Investment Products: Not FDIC Insured | May Lose Value | Not Bank Guaranteed

© 2026 Brookfield

BPW1000511

Contact Us



privatewealth.brookfield.com



privatewealth@brookfield.com



Follow us on LinkedIn