

# Robo-Advisor

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A **Robo-Advisor** is a digital platform providing automated, algorithm-driven financial planning services with little to no human supervision. A typical **Robo-Advisor** asks questions about your financial situation and future goals through an online survey; it then uses the data to offer advice and automatically invests for you.

The best **Robo-Advisors** offers easy account setup, robust goal planning, account services, and portfolio management. Additionally, they offer security features, attentive customer service, comprehensive education, and low fees.

- **Robo-advisors** are digital platforms that provide automated, algorithmic investment services with minimal human supervision.
- They often automate and optimize passive indexing strategies based on modern portfolio theory.
- **Robo-advisors** are often inexpensive and require low opening balances, making them available to retail investors.
- They are best suited for traditional investing and are not the best options for more complex issues, such as estate planning.
- **Robo-advisors** have been criticized for their lack of empathy and complexity.

Source: <https://www.investopedia.com/terms/r/roboadvisor-roboadvisor.asp>

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