

INSIDE DIGITAL ASSETS

with RIC EDELMAN

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MORE FINANCIAL ADVISORS THAN EVER ARE BUYING BITCOIN

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More financial advisors are savvy about digital assets than ever – and more are buying bitcoin and Ethereum for themselves than ever before, too. All this is just in time, as advisors report increased numbers of clients asking about adding crypto to their portfolios.

All this from the [Bitwise/ETF Trends 2022 Benchmark Survey of Financial Advisor Attitudes Toward Crypto Assets](#). Highlights include:

- 94% of advisors received questions from clients about crypto last year
- The number of advisors who personally own crypto nearly doubled, from 24% in 2020 to 47% in 2021
- 16% of advisors now add crypto to client accounts, up from 9% in 2020. Another 14% of advisors say they plan to add crypto to client accounts in 2022
- Of those who currently allocate, 80% place 5% or less to this asset class
- Despite market volatility, not a single advisor who owns crypto plans to sell, while 58% plan to buy more in 2022
- 46% of advisors buy crypto stocks; 45% directly buy bitcoin and Ethereum
- 53% of advisors believe the price bitcoin will top \$100,000 within five years
- 67% say they know their clients are investing in crypto on their own

Source: [Bitwise/ETF Trends 2022 Benchmark Survey](#)