

BEYOND BABY BOOMERS



-
*THE INVESTABLE ASSETS
OF TOMORROW*

GLOBAL ✕

-
Beyond Ordinary ETFs™

GLOBAL ✕

-
Beyond Ordinary ETFs™

-
600 LEXINGTON AVE
20TH FL
NEW YORK, NY 10022

-
1 (888) GX-FUND-1
GLOBALFUNDS.COM
@GLOBALFUNDS



Gen X'ers and Millennials are looking for financial advice, and to prepare for the significant generational wealth transfer from the Baby Boomers in the coming years, we have explored how to serve the members of these younger generations.

HOW DO WE DEFINE AFFLUENT GEN X'ers & MILLENNIALS?

	Ages	Investable Assets	Number Surveyed
MILLENNIALS	21-37	>\$250,000	200
GEN X'ers	38-49	>\$500,000	200
GENERAL POPULATION	21-86	>\$100,000	200

Reaching Affluent Millennials & Gen X'ers

Yes, Gen X'ers and Millennials are different than Baby Boomers, but the affluent members of the younger generations will go through most of the same life stages their parents did.

These common signposts (e.g., marriage, death of a parent) are key moments to connect with younger clients and prospects. The catch for an advisor? Advisors must increase their level of tech savviness, social media presence, and knowledge of investment themes that resonate with these generations.



Advisors must increase their level of tech savviness, social media presence, and knowledge of investment themes that resonate with these generations.

SETTING THE STAGE

THOSE LOOKING TO INCREASE ASSETS MANAGED BY AN ADVISOR

Q: “Over the next 10 years, do you believe the percentage of your investable asset managed by a financial advisor or broker will increase?”

% Looking to Increase

64%

MILLENNIALS

48%

GEN X

Affluent Millennials and Gen X’ers will move more of their assets to financial advisors and brokers over the next 10 years.

They Still Value Human Advice

While robo-advisors do present a new kind of option for Millennials and Gen X’ers, our survey found that these younger generations are far from finished considering increasing assets managed by a human (see chart on left). If you are a financial advisor, a question to ask yourself might be, “How can I capture more of these assets?” Our survey illuminates the answer to this question, and it isn’t a dark secret. Simply put: “Connect with

them how they want and when they want.” We explore what this means in greater detail in the pages to come.

HOW CAN FA’S WORK TO SERVE THESE NEW AFFLUENT CLIENTS?

Become “Tech Savvy”

Now, we know it isn’t news that being “Tech Savvy” is basically table stakes to winning over Millennials and Gen X’ers. That noted, we were still surprised at just how important it is.

With 93% of Millennials and 71% of Gen X’ers wanting to work with a tech savvy advisor, it becomes clearer and clearer that having a tech-enabled practice is indeed essential.

IMPACT OF TECH CAPABILITIES ON WORKING WITH FINANCIAL ADVISORS

Q: “How much of an effect, if any, would a financial advisor having strong technological capabilities have on your likelihood to work with them?”

% Much / Somewhat More Likely

93%

MILLENNIALS

71%

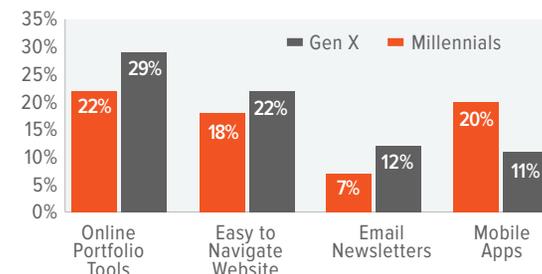
GEN X

What Does “Tech-Savvy” Mean?

Millennials and Gen X’ers note that there are four things an advisor should prioritize to increase his/her tech capabilities.

“MOST IMPORTANT” FINANCIAL ADVISOR TECH CAPABILITIES

Q: “Rank the top three most important technological capabilities for a financial advisor to have?”



Get Smart on Thematic Investing

Millennials and Gen X’ers are much more interested in Thematic Investing than the average Joe (see chart below), and they are interested in themes that run the gamut from investing alongside their personal values to investing in disruptive technologies.

INTEREST IN THEMATIC INVESTING

Q: “How interested are you in thematic investing?”

% Extremely / Very Interested

31%
GEN POP

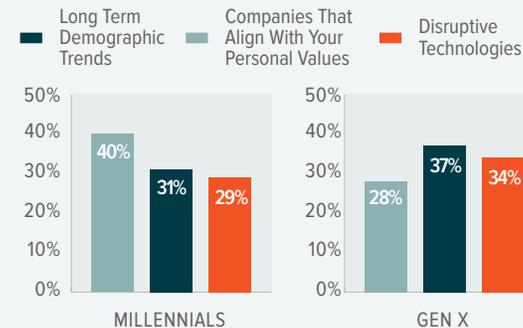
83%
MILLENNIALS

61%
GEN X

INTEREST IN THEMATIC INVESTING TRENDS

Q: “Which of the following categories of thematic investing interests you most?”

% Extremely / Very Interested





Connect with them how *they* want

Life events can present a great opportunity to connect with prospects or clients. In this digitized world, often connecting doesn't have to be done in person or via phone; however, that doesn't change the fact that Millennials and Gen X'ers most often want to interact with their advisors at least quarterly.

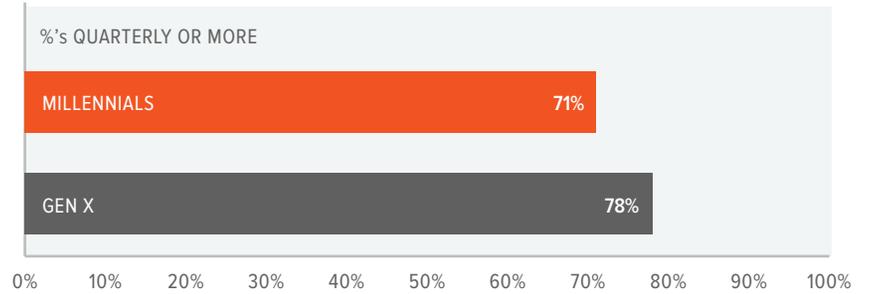
A

Set a Cadence

In terms of desired frequency of communication, Gen X'ers seem to be just a bit more high maintenance than Millennials, but a grand majority of both groups prefer to interact with their advisors quarterly or more. (Fig. 1)

(FIG. 1) PREFERENCE TO INTERACT WITH AN FA QUARTERLY OR MORE

Q: "How often would you like to receive information from your financial advisor?"



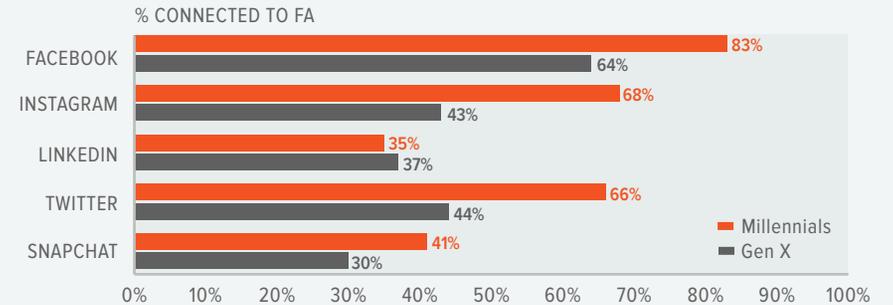
Increase Social Media Presence

B

Having a social media presence is key to connecting with these younger generations, and if an advisor has only a LinkedIn profile, he/she is not connecting with Millennials and Gen X'ers via their preferred networks. The strong preference for Facebook and Instagram could indicate that it's important for Millennials and Gen X'ers to see how their advisors live their personal lives. This insight may expand the feeling of connection and trust between advisor and client. (Fig. 2)

(FIG. 2) PRESENCE AND CONNECTIONS ON SOCIAL MEDIA

Q: "On what social media platforms are you connected with your financial advisor?"



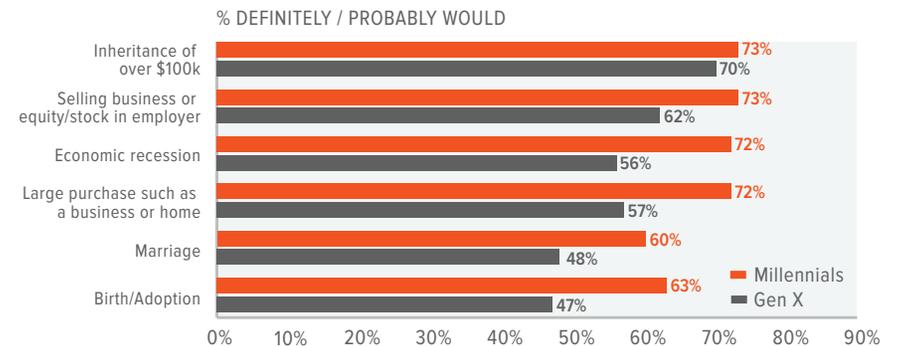
Be in the Know about Life Events

C

When an advisor connects with his/her clients via social media, some life events, such as marriage or births/adoptions, will come through those social media feeds. It's also possible that something like the loss of a parent will be flagged on a client's social media account. (Fig. 3)

(FIG. 3) IMPACT OF LIFE EVENTS ON USING A FINANCIAL ADVISOR

Q: "How likely would you be to significantly increase the percentage of your investable assets managed by a financial advisor during the following life events?"

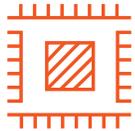




KEY TAKEAWAYS ABOUT WORKING WITH GEN X'ers & MILLENNIALS

**They Want to Invest More With an Advisor**

Affluent Gen X'ers and Millennials are looking to increase the amount of money they have with an advisor by 48% and 64%, respectively, which potentially opens the door to business development for advisors.

**They Want Advisors To Be Tech Savvy**

A contemporary advisor must show Gen X'ers and Millennials that he/she embraces the best parts of the tech and digital revolution.

**They Want Advisors To Connect With Them**

Connecting quarterly or more is important, and advisors who show these younger generations who they are via social media feeds can leverage this key differentiator and help to engender trust.

**They Want Financial Advice At Key Life Stages**

Whether a life stage is a personal one, such as the death of a parent or the welcoming of a new baby, or an external one, such as an economic recession, Gen X'ers and Millennials are open to advice from an advisor.

**They Are Interested in Thematic Investing**

These younger generations are interested in investing that aligns with their values (e.g., ESG/SRI) and their interests (e.g., Tech). An advisor who can add valuable advice in these areas can differentiate him/herself.

Investing involves risk, including the possible loss of principal. In addition to the normal risks associated with investing, international investments may involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principles or from economic or political instability in other nations.

The information provided is not intended for trading purposes and should not be considered investment advice.