Wealth Management Prospect/Client

Characteristics
- Ultra-High Net worth: $5M-$25M
- Most are married (86%), only 4% divorced
- **Business owners 49-54 are most likely to be divorced**

Behaviors
- Will pool family resources
- Comfortable on phone with advisor *once they have answers to their first questions*
- Attracted to firms "operating as a fiduciary"

Triggers
- Better manage taxes
- Unhappy with prior investment firm
  - Overcharging
  - Illegal Activity
- Losses
- Children going to college
- Aging parents
- Compelling advice

Concerns
- Tax implications
- Diversity of investments
- Level of risk
- Company track record

Not looking to an advisor for...
- Social responsibility of investments
  - Separate conversation
  - **≤54 likely to believe claims are PR stunt**

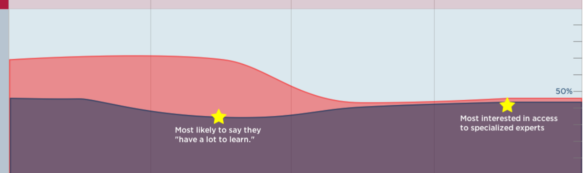
Channels
- WSJ, NYT Business, Barron's, Financial Times, Seeking Alpha
- Books
- Financial Service Provider Sites
  - Vanguard
  - Schwab
  - Merrill Lynch
  - Market Watch

★ = Strategic Touchpoint

Age	≤48	49-54	55-64	65+
Of Age Groups				
Most likely to credit wealth to...	Inheritance; **Family Connections**; **Running their own businesses**	**Taking Risks**; **Running their own businesses**	Smart Investing; **Financial Advisors**	★ Education; Luck; Right place at right time
Least likely to credit wealth to...	Frugality; **Taking Risks**	**Financial Advisors**	**Family Connections**	**Running their own businesses**

Willingness to take Risks

Self-confidence in knowledge



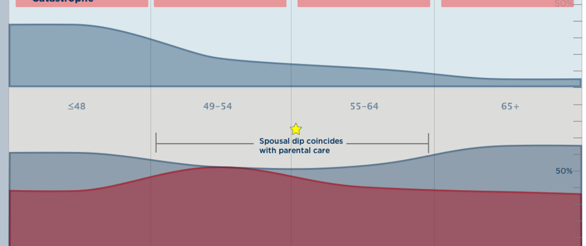
	≤48 / 49-54	55-64	65+
Preferred Content	• Financial Planning Topics ★ • **Perspectives on Financial Markets** • Articles • Research Reports	• Strategies on minimizing taxes • **Top-10 Lists** ★ • How-To Guides	• Legacy Planning • Asset protection strategy • **Charts & Graphs** ★ • Interviews • Q&A's • Interactive Tools
Channels	• Email • Phone • News Feeds • FInancial Advisors	• Search Engines • Financial Advisor • FSP Website • Email Newsletter	• Search Engines
Interface	#1 Tablets #2 Smart Phones & Computers	#1 Personal Computer #2 Tablet ⊘ Smart Phone Work Computer	#1 Personal Computer #2 Work Computer ⊘ Smart Phone Tablet
Time of Day	Exclusively **Mornings**	Evenly Divided **Morning** & **Evening**	Slightly more **Morning** than **Evening**

	≤48	49-54	55-64	65+
Outlying Investment Concerns	• Forced into early retirement • Debt held by household • **Family Health Catastrophe**	• Business Revenues (for their own business) • **Aging Parents**	• Interest Rate Rises • Cost of Healthcare • Retirement depleted by taxes	• Terrorism • Political Environment • Final years in care facility

Concern for Job Stability

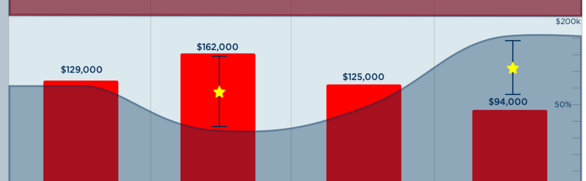
Concern for Spouse's Health

Concern for Aging Parents

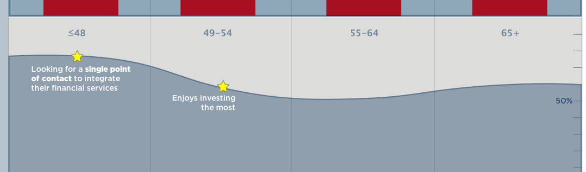


% UHNW Collecting Retirement Income

Retirement Income Amount (Mean)



Active in Day-to-Day Investment



Reasons for Single or Multiple Firms

	Up to 60 years old	60+
Single Firm	Ease; Quality of Service	★ **Relationship with Advisor/Owner**
Multiple Firms	Tax Purposes; ★ **Cross-reference Financial Advice**	Spread Risk; Flexibility