

Driving Growth Through Multigenerational Relationships



Assess the Opportunity in Your Business

Your existing clients represent a significant opportunity to develop multigenerational family relationships. Take a closer look at your existing client base to target selected clients to enhance your reach to their family members. This is a chance to differentiate your business. Did you know?

- 87% of investors have not considered using their parents' financial professional¹
- 59% of high-net-worth practices have established relationships with clients' spouses²
- 45% of high-net-worth practices have limited interactions with their clients' children³

Client Age Demographics

_____ % of clients age 72 or older

_____ % of clients ages 53 – 71

_____ % of clients ages 37 – 52

_____ % of clients age 37 or younger

_____ % of your clients/households with which you have a strong relationship with both spouses and/or partners

_____ % of your clients/households with which you have a relationship with their children

Among your current clients, do you typically work with multiple generations of families? If so, how are you working across the generations? If not, why not?

¹ The Cerulli Edge—U.S. Retail Investor Edition, Q2, 2019

^{2,3} The Cerulli Report | U.S. High-Net-Worth and Ultra-High-Net-Worth Markets 2018

What, if any, have been the barriers to working with spouses and multiple generations of your clients' families?

Identify the top 10 clients/households in your business that present an opportunity to expand the relationship with their spouse/partner and children.

CLIENT/HOUSEHOLD NAME WHY THIS CLIENT IS IMPORTANT

CLIENT/HOUSEHOLD NAME	WHY THIS CLIENT IS IMPORTANT
RON SMITH	Business owner with large estate and no relationship with spouse or children
1.	
2.	
3.	
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10.	