

# Driving Growth Through Multigenerational Relationships



## Cultivate Relationships: Demonstrate Your Interest in the Wellbeing of Your Clients' Adult Children

Connecting with the adult children of your clients will require going beyond the traditional financial and investment realm. Show that you understand their challenges and priorities by sponsoring activities and events that inform and inspire.

### Top 10 Ways to Connect With Adult Children

- 1 Adult Daughters Come Home for Mother's Day**

An advisor we know has hosted a Mother's Day luncheon at a hotel each year on the Saturday before Mother's Day. She made it a don't-miss event by asking each daughter to stand and tell her table the most valuable life lesson she learned from her mom. Translate this idea to a virtual event for mothers and daughters to demonstrate your commitment to families.
- 2 Current Events**

If your clients' interests are aligned, offer a parent-adult child event with a guest speaker from a local chapter of NOW, the Junior Chamber of Commerce, etc.
- 3 Aging With Dignity**

Host a seminar for parents and their adult children. Moderate a panel that includes a Geriatric RN from the local retirement home, the head of the Memory Unit at another care facility, and a local mortician to address the economics of dying and burial.
- 4 Historical Events**

Again, if your clients' interests are aligned, offer a parent-child event with a guest speaker from the local historical society or the cultural preservation society.
- 5 New Parents on Call**

Create a local guide for new parents. Include resources for maternal and child health education, a parenting center, pediatric ERs and RNs, trusted nannies, good day care, support groups, etc.
- 6 Videography**

A service you can provide parents and their adult children is the opportunity to create a video legacy. What a treasured gift to younger generations who will appreciate the strong personal relationship you have with their parents.
- 7 Back to School**

Host an online going-away party for prep school or college students. Send a gift bag with the firm's branding: docking stations, portable phone chargers, etc.
- 8 Family Values**

Discussions about investments and estate plans are important with all adult children. By facilitating conversations about their values (saving, budgeting, planning for the future, etc.) the advisor becomes a trusted educator with a specialty each generation's issues.
- 9 STEM in Academia**

Host a Zoom or WebEx workshop for younger sons and daughters on the importance of Science, Technology, Engineering & Mathematics (STEM). Invite a local educator to share resources and illustrate the educational and career opportunities in these areas.
- 10 It's Five O'Clock Somewhere, Part Two**

Invite parents and their adult children to a monthly virtual cocktail party. Let all the younger family members see the firm's commitment to hiring next-generation talent, both male and female, as part of its commitment to engaging the entire family.

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