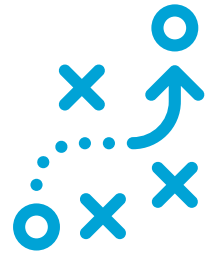


Develop a Millennial Strategy

Over the next 10-20 years in North America, Baby Boomers will transfer trillions of dollars to Millennials. To position themselves for success in the future, wealth providers need to start now to develop a “Millennial” strategy.



1. Rethink Products

Provide Millennials a wider range of products and services, without many restrictions. These include non-traditional and alternative investments, options-based hedging strategies, index-based and ETF products, and socially-responsible investments.

2. Adapt Advisory Services

Offer Millennials not only “high-tech,” but also “high-touch.” They are looking to wealth firms and advisors for specialized, personalized experiences and holistic, goal-oriented advice.



3. Adjust Fees and Business Models

Millennials distinctly dislike the traditional transaction-based commission business model—they tend to scrutinize fees closely, realizing that fees can drastically cut returns.



69% of Millennials said they expect to moderately or heavily use personalized advice.



39% said they would pay extra for personalized advice.

Millennials' preferred way to pay for investment services



Flat or project-based fees

29%



Performance-based fees

23%



Fees based on total assets under management

21%



Fee per hour of support

17%



Transaction-based fees

11%

% of Millennials

4. Embrace Digital

Rethinking technology may be the most important way in which wealth management firms need to accommodate Millennials. This includes 24/7 mobile access to their portfolios, plus digital tools that give them more control over their investments.

Top 5 digitally enabled investment tools Millennials expect to use over the next 5 years

Top 5 digitally enabled investment tools Millennials expect to use over the next 5 years	% of Millennials
Low-cost online trading platforms	42%
Technology-enabled financial planning	41%
Customized products and investment services	39%
Portfolio risk management tools and stress testing	38%
Improved analytics for tracking performance against goals	38%

5. Reshape Marketing

Building on the right data infrastructure foundation, firms must be able to gather a vast array of customer data from a range of both internal and external sources, especially social media, and integrate it into every aspect of their marketing. This will provide the type of relevant, personalized interactions Millennials expect.



To reach Millennials, rethink (almost) everything.

To truly win Millennials' business, investment providers must go beyond a few smartphone apps and instead, engage in a bottom-up rethink of most of their business. To learn more, download our whitepaper today: *Targeting the Digital Generation*.

Broadridge.com/Digital-Generation