



5 Unstoppable Affluent Investor Trends.

 Research insights that empower financial professionals to make timely, data-driven decisions for their businesses.

Now is the time for financial advisors to get active.

From client service to client acquisition, your efforts couldn't come at a better time. Here's why:

- Market volatility creates unique, time-sensitive opportunities.
- The pandemic has expedited a digital shift and first-movers will benefit.

The time to take action is now. That's where this 2022 research project comes in. We've organized our findings in order to help you determine the right decisions for your business in the months and years to come. There are 5 trends we'd like to highlight:

- 1 Clients want to learn, especially from their advisor.**
- 2 Friendship impacts client relationships.**
- 3 Client acquisition requires being confident and direct.**
- 4 Investors are changing the way they search for advisors.**
- 5 Client events are making a comeback.**

This research was fielded in June 2022 on 1,002 investors with \$500,000 or more in investable assets. Basic univariate results have been presented directly. Reported statements of significance are based on the results of common statistical methods for the type of survey data and reflect the use of a 5% margin of error as a standard for measuring significance.

1 Clients want to learn, especially from their advisor.

In times of volatility, people crave information. It gives them comfort to have a better understanding of what's happening in the world around them. But the message is more impactful if it comes from you, their trusted financial advisor. Consider their willingness to engage with your educational event, podcast, or newsletter:

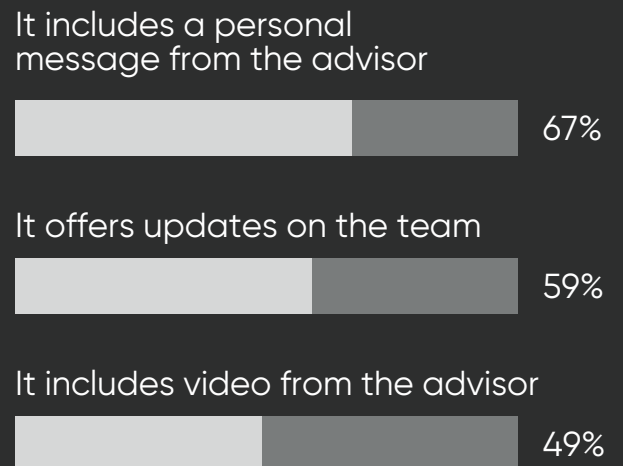


Would Attend an Educational Event Hosted by their Financial Advisor



57% would listen to a podcast if it featured their advisor.

Reasons Clients Read their Advisor's Newsletter



2

Friendship impacts client relationships.

We've long reported on the impact of more personal relationships with clients, talking often about the "emotional connection" required. In this instance, we wanted to probe into the impact of developing a basic "friendship" as it's a concept that's universally understood. As you can tell, friendship changes the lens through which clients view you.

Advisor Rating on a 1-10 Scale

1 = Poor, 10 = Excellent

| Rating | Not Friends | Friends |
|--------|-------------|---------|
| < 7 | 38% | 12% |
| 8 | 26% | 23% |
| 9 | 21% | 24% |
| 10 | 15% | 41% |



88%

rate their advisor an 8 or higher if they are friends.



Clients Who
Would Provide an
Email Introduction
to a Prospect

65%

of those who
are friends

36%

of those who
are not friends

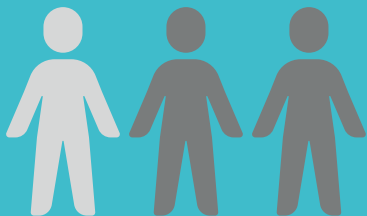
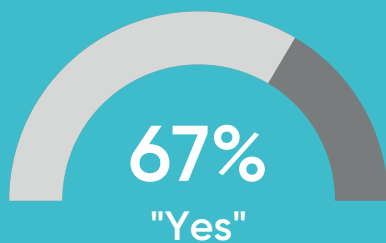
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Client acquisition requires being confident and direct.

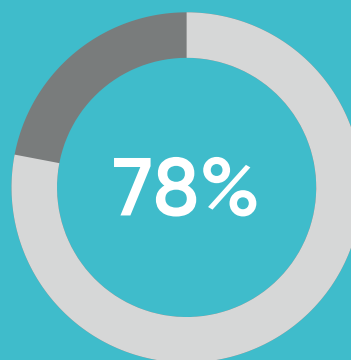
As they say, fortune favors the brave. Advisors who want more business coming by way of referral should think of non-offensive ways to make that known to clients. In addition, those who want to do business with community connections should consider directly asking. The data is clear: many will accept your request.



Investor Willingness to Work With a Financial Advisor They Know Socially



1/3 of clients who gave zero referrals last year say they would have if asked.



of high-referral clients would be willing to introduce you by email, if asked.

"High referral" = Given 5 or more referrals over past 12 months

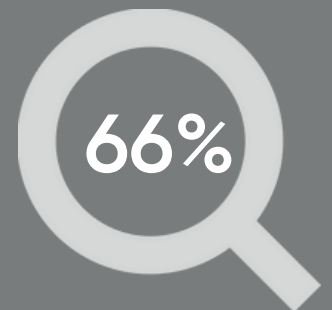
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Investors are changing the way they search for advisors.

In total, 19% of investors are “very” or “somewhat likely” to leave their advisor this year. When they do make a move, the way they search is trending digitally, especially with younger investors. This speaks to the importance of embracing social content, digital advertising, and web design, all of which impact their decision making process.

Search Methods to Find a Financial Advisor

| Search Method | Under 45 | Over 65 |
|--------------------------------|----------|---------|
| Ask friends and family | 30% | 46% |
| Ask another professional | 22% | 27% |
| Already know an advisor | 21% | 10% |
| Search online and social media | 22% | 6% |
| Unsure | 5% | 10% |



66%
of those over 65
research their
potential financial
advisor online.

Digital Search Preferences for Under 45 Investors

1

Google

2

LinkedIn

3

Facebook

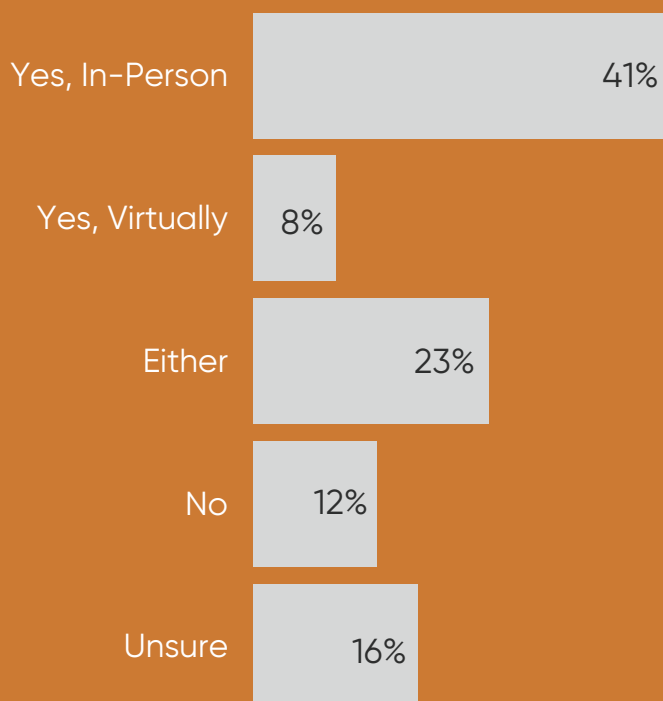
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Client events are making a comeback.

Now is a great time to get back into doing in-person client events. They have long been a helpful way to build client relationships while meeting new prospects at the same time. The affluent are increasingly willing to attend events, with only 12% saying they definitely would not.

This type of client contact is important. While most clients (60%) report getting about the same level of contact from their advisor during the pandemic, those who reported an increased level of contact (through calls, meetings, and client events) were more likely to refer.

Would Attend a Social Event Hosted by their Financial Advisor



Amount of advisor contact during the pandemic and correlation with referrals

Clients receiving more contact



35%
sent 5+ referrals

Clients receiving less contact



16%
sent 5+ referrals

One thing remains constant:

The industry's best advisors plan for, execute, and track the activities most critical to their business. Advisors who act decisively in this volatile environment will reap the benefits for years to come. That mantra held true in the aftermath of the Great Recession and will remain true in times of uncertainty moving forward.

About Oechsli

Oechsli (pronounced Ox-Lee) is a marketing firm that's focused on helping financial advisors grow. The company was founded in 1978 and has built a team of 50 talented coaches and digital marketers. They're an ideal solution for advisors wanting to be more consistent, thoughtful, and effective with their marketing. Learn more at Oechsli.com.

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