

CAPTURING YOUR SHARE

Position yourself to grow with
your high-net-worth clients

Out of the world's millionaires, 39.1% call the United States home; that's 22 million millionaires. In 2020 alone, the U.S. saw 1.7 million newly minted millionaires.¹ And, with impressive performance in the stock market, a strong real estate market, and massive generational wealth transfers, this upward trend of new millionaires shows no signs of slowing.

The high-net-worth (HNW) market is growing... Are you capturing your share?

These millionaires are in search of wealth management solutions to grow, protect, leverage, and transfer their wealth. That represents opportunity for you and your business, but only if you understand their expectations and are equipped with the right resources, expertise, and technologies to meet their needs.

The high-net-worth opportunity

Out of the 22 million millionaires in the U.S., 11 million investors have between \$1 and \$5 million in investable assets.² HNW clients have come by their wealth in various ways, have unique expectations and goals, and are in different places on their financial journey.

These HNW clients are made up of business owners, women, next-gen heirs, and professionals. They are interested in generating income, creating a legacy, retiring comfortably, and more. This diverse market segment has even more diverse needs.

**Don't let
your clients
outgrow you**

As wealth expands, technologies and investment options become more complex. Clients will expect more from you.



Entrepreneurs wear a lot of hats. Laser focused on their businesses, they sometimes neglect their personal financial goals. A financial advisor addressing the core needs of the business owner's business as well as their personal financial situation can become their centralized service provider.

Successful entrepreneurs know they don't have time to be their own wealth manager, which is why 59% of business owners report that they work with a financial advisor.³

Must-have services for the HNW business owner include:

RETIREMENT PLANS: Employee retention is key to any business' success. Offering competitive benefits, such as a Simple IRA or [401\(k\)](#), promotes employee morale and longevity.

TAX/FINANCIAL PLANNING: From offering strategies on tax loss harvesting, to capitalizing on stock options and succession planning, supporting HNW entrepreneurs' needs throughout the lifecycle of their businesses is essential.

TRUST SERVICES: From growing and protecting assets, to managing family wealth and protecting business assets, Trusts can be an integral part of a small business owner's financial strategy.

CHARITABLE PLANNING: Growing prominence within their community amplifies the importance of giving back. Selecting the best charitable vehicles and strategies will not only maximize your clients' philanthropic goals, but will have the greatest impact for those in need within their community.

Female investors are no longer a niche market for financial advisors—they've gone mainstream. It's estimated that women could control **\$30 trillion** in assets by 2030.⁴

When it comes to investing preferences, women tend to be interested in investments that reflect their values, including ESG solutions, and prefer having a deep relationship with their financial advisor.

They look to financial advisors for high-touch engagement, as well as guidance on, among other things:

ESTATE PLANNING: As women earn and inherit more wealth, a primary concern is ensuring that their money is well-managed for the life they have now and will provide for their children or heirs in the future. Inter-generational wealth transfer can be costly and complicated without the proper guidance.

LONG-TERM CARE PLANNING: Women, on average, live past age 81 (five years longer than their male counterparts),⁵ and with that added longevity comes added worry about funding medical care in retirement.⁶

RETIREMENT INCOME: With women living longer, outliving assets is a concern for female HNW investors—and a concern for 49% of Americans. Creating the right income withdrawal strategy—along with maximizing Social Security benefits—can prevent that.⁷



The next generation investor interacts with advisors and wealth much differently than prior generations. Whether their assets are inherited, the results of savvy investing, or the fruits of working for a startup that IPOs, next generation investors want holistic advice, not directives. They value experiences more than bottom lines. Accustomed to having a wealth of information literally at their fingertips and within seconds, they conduct their own research, but understand that trusting expertise is key to long-term success.

Here's what they're looking for:

DIGITAL ACCESS: 37% of younger investors counted an "excellent online platform" among the top 5 considerations in choosing and retaining a financial advisor.⁸ Integrated software and platforms offering a seamless, client-centric experience are must-haves.

A TECH SAVVY ADVISOR: 15% of millennials reported that "use of social media tools such as Facebook and LinkedIn" was the most important variable when selecting an advisor.⁹

IMPACTFUL: Access to investments that are not only growth oriented, but align with their principles (e.g., ESG products) is an important differentiator of this segment.

MONEY IN MOTION: Only 13% of affluent investors report that they choose to work with the same financial professional that their parents used.¹⁰ By positioning yourself and your business towards multi-generational families, you can increase your opportunity to retain more assets when life events occur.



Engaging doctors, lawyers, dentists, and other high-earning professionals is a three-fold business builder: Working with these clients offers your practice outstanding long-term growth opportunities, broadens your centers of influence, and increases referral potential.

High impact deliverables for this segment include:

DEBT MANAGEMENT: The average medical school debt for 2020 graduates was \$207,003, a three percent increase versus 2019 graduates.¹¹ These clients need guidance on best practices for paying down debt while growing assets.

LIABILITY PROTECTION: In an ever-increasing litigious environment, assessing your clients' needs and delivering sufficient, cost-effective malpractice—and personal—coverage through a licensed provider is imperative.

PRIVATE BANKING: Tailored services, including dedicated concierge support, can help professionals maximize their wealth.

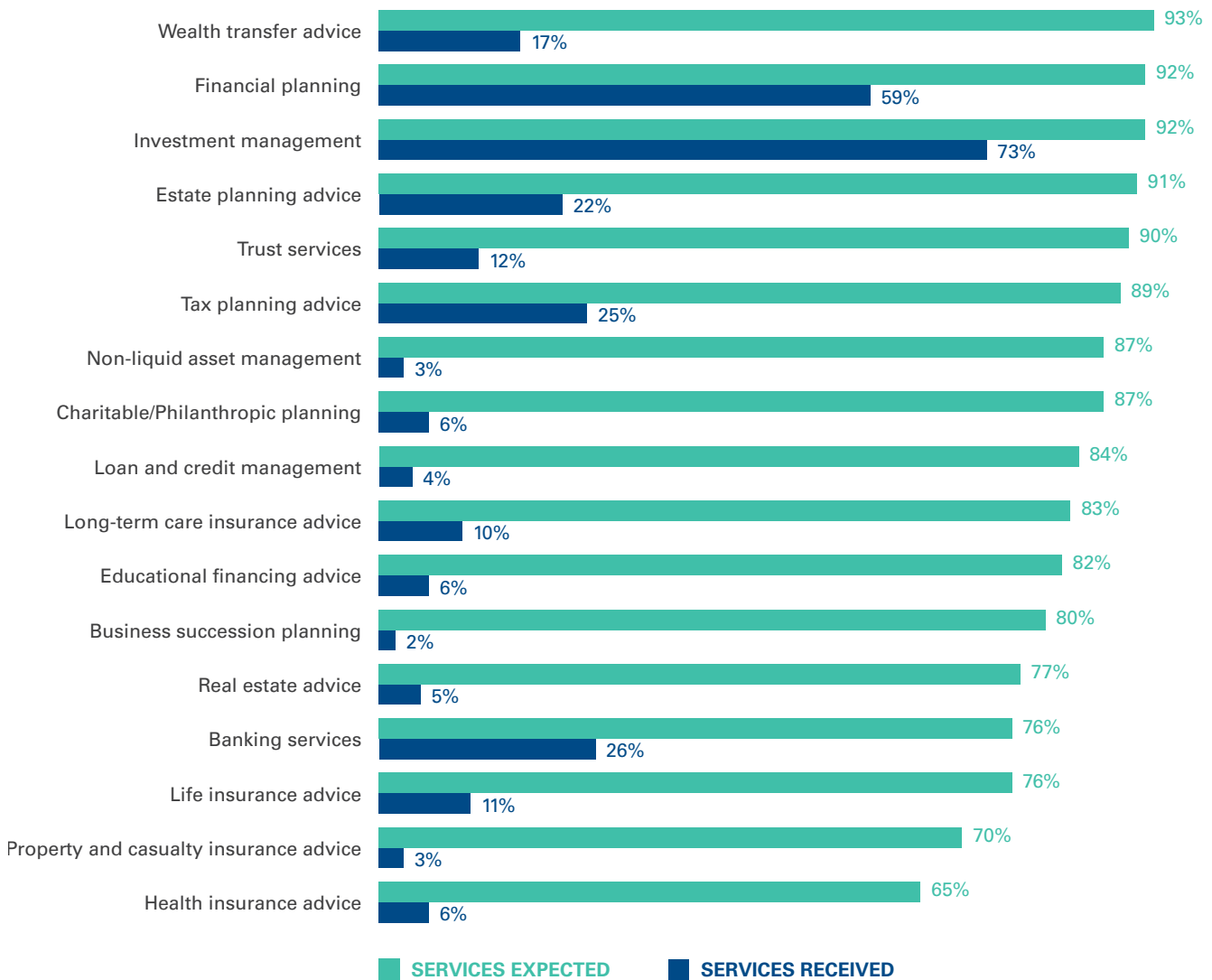
SUCCESSION PLANNING: Exiting these client-centric professions is a complex and time-consuming endeavor requiring expert financial advice to monetize the business and ensure continuity for clients.

Meet the needs and expectations of HNW clients

TOP 5 SERVICES EXPECTED

- 1 Wealth transfer advice
- 2 Financial planning
- 3 Investment management
- 4 Estate planning advice
- 5 Trust services

SERVICES HIGH-NET-WORTH CLIENTS EXPECT



Source: Spectrem Group; Wealth Management Redefined 2021.



Are you ready to bridge the gap?

You have an opportunity to thrive in a segment that is only going to grow in number and in assets. If you believe breaking into this market—or building upon your current HNW base—is a mountain you can't climb, think again. The distance between the advisor you are now and the advisor you want to be is shorter than you think.

You are in the business of helping people achieve their goals and realize their vision. What about *your* goals and vision? No matter where you are now, you can position yourself to capture your share of the HNW market.

1 READY TO BEGIN WORKING WITH HNW CLIENTS?

You have created the foundation and just need to build upon it, by providing the products, services, and strategies that this selective market demands, including SMAs, UMAs, customized allocations, and high-touch relationships. Offering personalized, end-to-end solutions is key to winning in the HNW marketplace.

2 ARE YOU A FINANCIAL PLANNER OR ADVISOR ALREADY WORKING WITH HNW CLIENTS, BUT WANT TO EXPAND?

Your clients already trust you to provide the solutions they need today. As their wealth management needs to evolve and grow, remain their “go to” advisor into the future by elevating your offerings.

In order to go broad and go deep with intuitive platforms, innovative technologies, informed expertise, and access to institutional-grade investment specialists at multiple entry points, align your practice with a full-service solution sophisticated enough to understand the needs of HNW clients, while keeping you in the driver's seat of your business.

3 ARE YOU AN INSURANCE PRACTITIONER LOOKING TO EXPAND YOUR REACH?

You already help manage risk for your clients. Why not build upon that relationship and help manage their wealth? Facilitate this transition by working with a firm that offers the support you need as you enter this new sphere. Business evaluations, strategy development, client segmentation, dedicated workshops, and one-on-one guidance can help you navigate all that's available to support HNW clients.

Capture the HNW opportunity, with AssetMark

Whether you're an emerging advisor whose clients are growing with you, a financial planner who recognizes the opportunity HNW presents, or an insurance-based practitioner looking to expand your reach, we have resources to help you and your HNW clients. You decide which capabilities to deploy—as an independent advisor, you want the freedom to run your business your way.



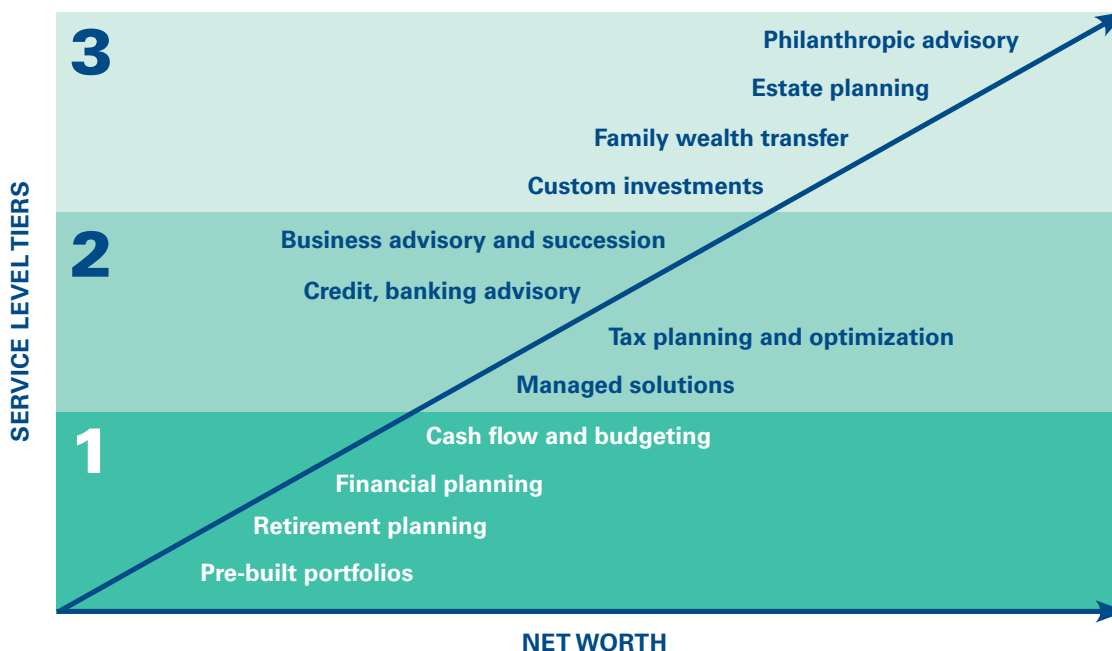
AssetMark delivers the solutions you need...

- Customized investment solutions with minimums starting at \$250,000
- Client and service segmentation guidance and meeting support to articulate capabilities
- Dedicated team to help you manage entrepreneurial challenges
- Variety of value-add services including liquidity, debt management, charitable giving solutions, trust services, and more

...So you can deliver the custom experience your HNW clients want.

Find the HNW solution that aligns with you and your clients' goals. Choose from a variety of HNW strategists available exclusively on the AssetMark platform, offering a range of services like tax-loss harvesting, dedicated portfolio strategist support, and account minimums below \$1 million.

MEET HIGH-NET-WORTH CLIENTS WHERE THEY ARE



We show up... so you can too

You know every client is different. AssetMark knows every advisor is different, too. We don't just invest in our platform. We invest in your practice. Whether it's being available to join you for client meetings, helping you define and build your business strategy, or working alongside you to develop a comprehensive solution for a complex case, we understand the value of personal service.



WATCH: See how AssetMark focuses on the client experience

We've helped thousands of advisors realize their vision for over 25 years. We're confident we can offer you the tools and guidance you need to take your HNW business to the next level.

STAKE your claim to success

Simple, centralized platform addresses clients' wealth management needs

Tailored solutions for the complex wealth management needs of diverse clients

Access to curated, institutional-grade strategists and products

Knowledgeable consultants offer high-touch support from beginning and beyond

Efficient, tech-forward solutions offer streamlined, integrated digital platforms

Ready to capture your share? [Contact our team to get started.](#)

SOURCES

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