

Wealth Management 2021: Using Technology to Engage Clients

2020 reinforced the role of digital technology:

Even as we keep our distance, we can stay more connected. To understand how technology has reshaped the wealth management landscape, we surveyed more than 1500 investors across two separate studies. We found that digital experiences are driving meaningful interactions and creating new opportunity for advisors—even amid adverse economic conditions.

WEALTH OF IDEAS SERIES
PRESENTED BY BROADRIDGE

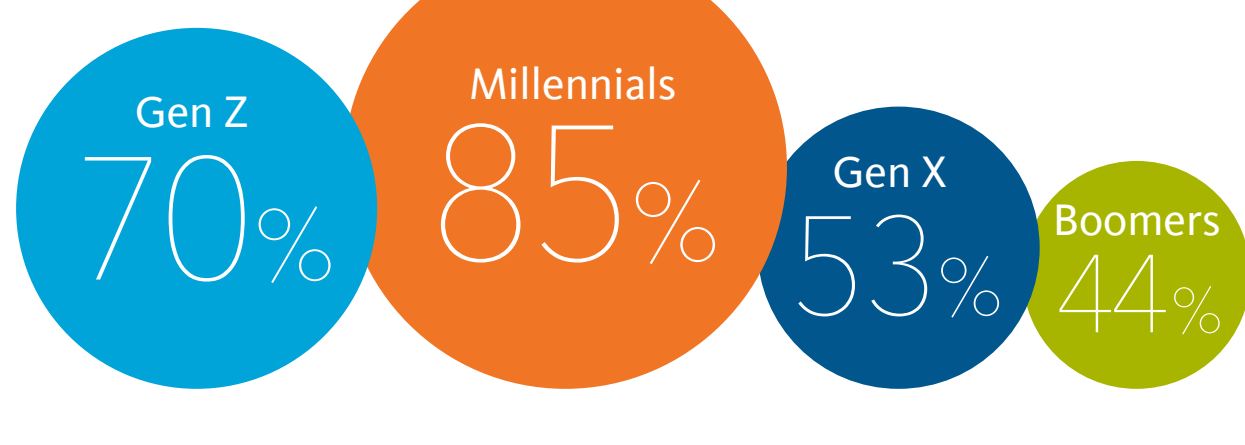
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Investors are hungry for engagement and outreach.

60% of all investors say they want to hear from their advisor more often, with Millennials leading the list at 85% and Baby Boomers representing a sizable minority.

% OF RESPONDENTS THAT WOULD LIKE TO HEAR FROM THEIR ADVISOR MORE OFTEN

● Gen Z (18-24) ● Millennials (25-40) ● Gen X (41-56) ● Boomers (57-75)

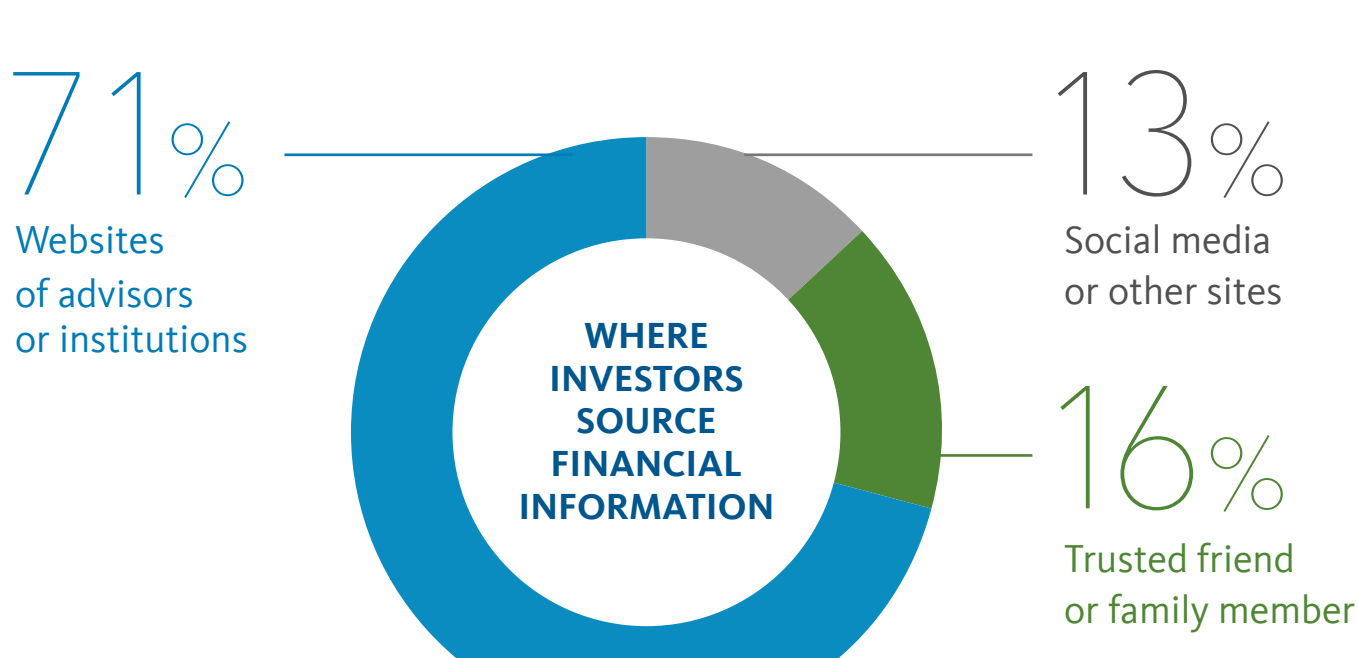


"I want to hear from my financial advisor more."



There is a critical need for wealth managers to deliver a rich, interactive digital experience.

Advisor websites are the preferred source of information, insight and support.



The use of video chat with advisors increased dramatically last year.



Social media is increasingly a source of personal finance information, too.

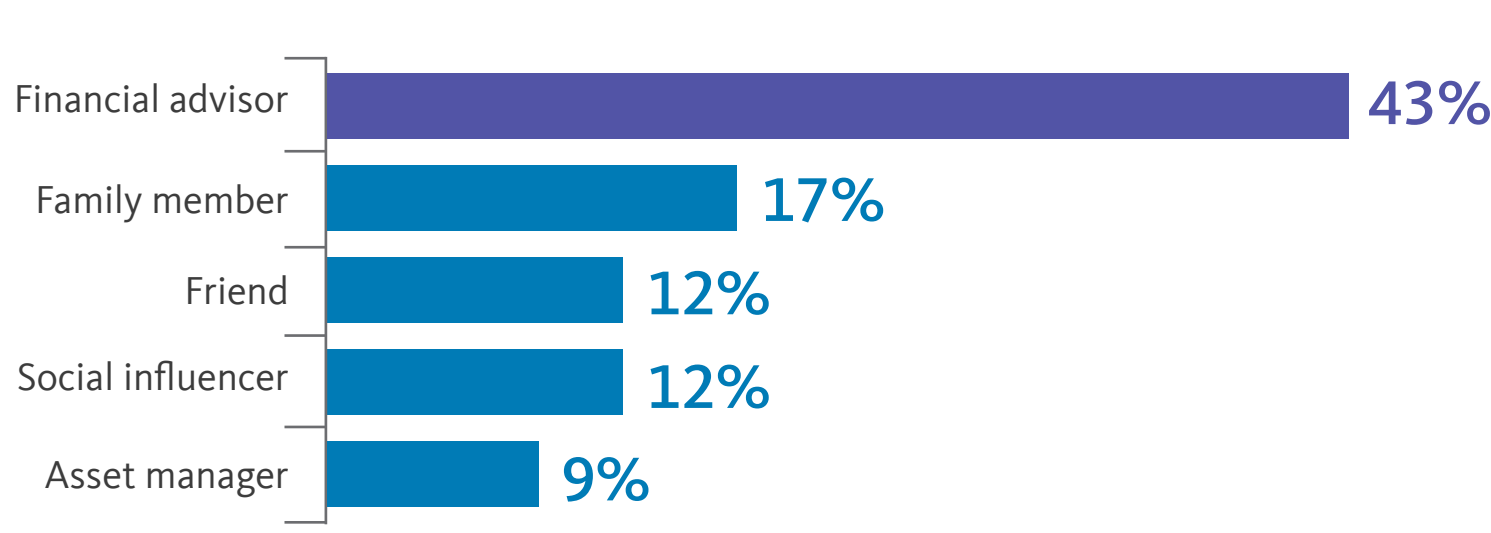


54% of investors agree they are more likely to use social media as a source for personal finance information than they were one year ago.

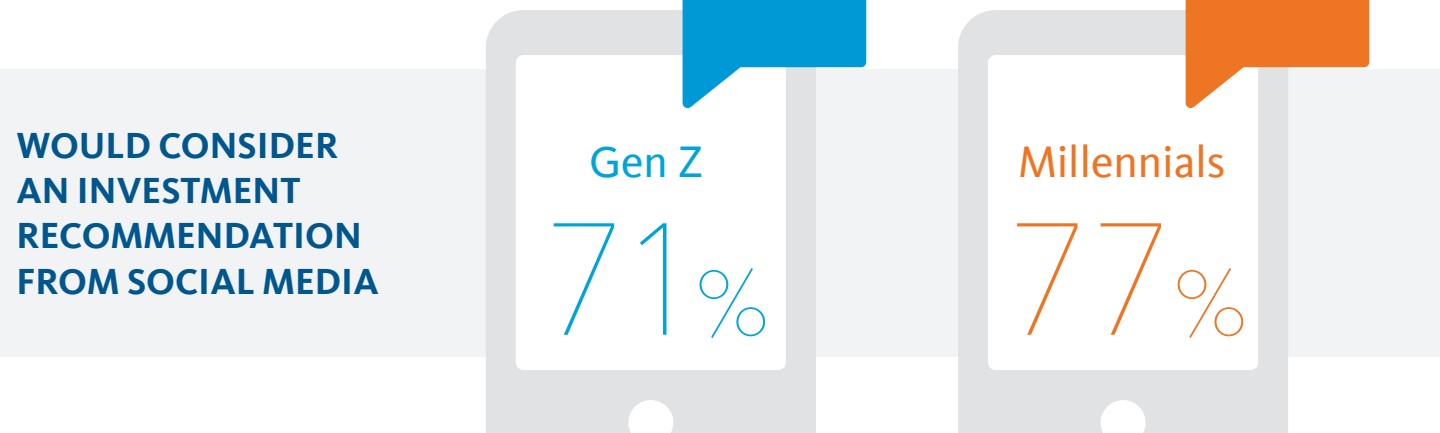
There is clear opportunity for advisors to expand their presence and connect across social platforms.

More than two-fifths of respondents say they're most likely to take an investment recommendation on social media from their financial advisor.

MOST LIKELY TO TAKE AN INVESTMENT RECOMMENDATION ON SOCIAL MEDIA FROM:

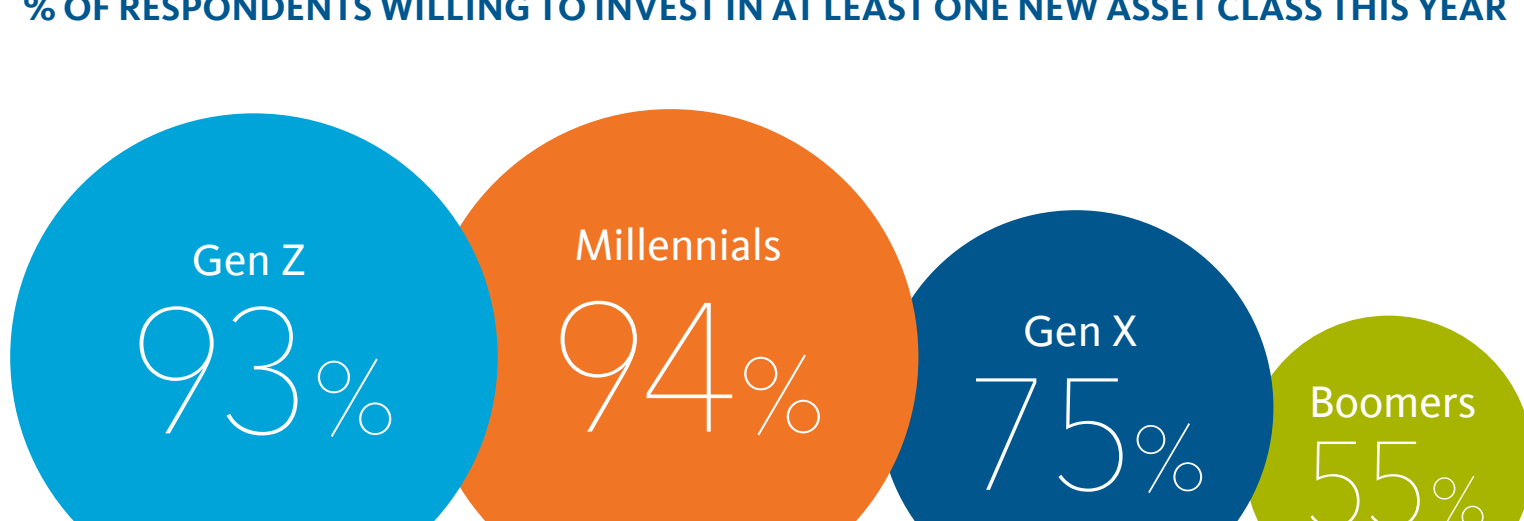


Younger investors are open to investment advice from alternate sources.



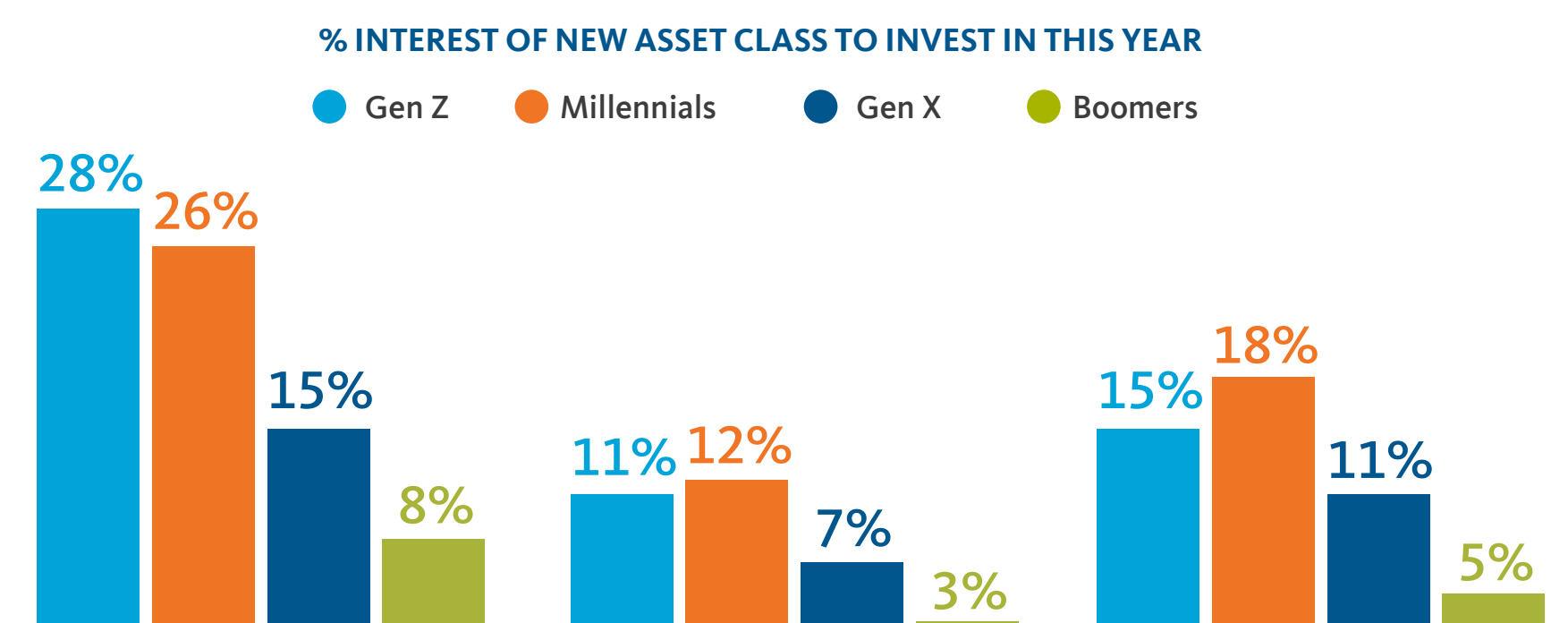
These findings may reflect a more experimental attitude in investing in new asset classes.

% OF RESPONDENTS WILLING TO INVEST IN AT LEAST ONE NEW ASSET CLASS THIS YEAR



In particular, younger investors indicated an increased interest in cryptocurrency and private investments.

% INTEREST OF NEW ASSET CLASS TO INVEST IN THIS YEAR



This, along with other factors, underscores that advisors need to expand their capabilities and provide greater personalization for clients of different generations.

THE TECHNOLOGY IMPERATIVE

From social media and cryptocurrency to "meme" stocks and trading apps, investor behaviors are changing. **The question is: Are you ready?**

Tap into Broadridge Wealth Management solutions to grow your business. We equip advisors with the technology and innovation needed to deliver a more relevant investor experience, boost performance and optimize day-to-day operations.

Let's talk about what's next for you.

Contact your Broadridge Account Representative, call +1 855 252 3822 or visit us online at broadridge.com/wealthplatform >