

First Clearing

Video Transcript — Gen Y Is Ready to Invest...Are You Ready to Advise Them?

Title overlay: Gen Y: A Uniquely Different Potential Client

Every generation is different. With each new generation comes new challenges to face, new traits to understand, and new opportunities to pursue. Those born between 1977 and 1995 are known as Generation Y. This generation is significant to any financial advisor. So what makes them different?

(Graphic Overlay: Long-term Value)

This generation of nearly 80 million people will have the longest investing future of any other. Many of them are just entering their 30s, the life stage where investing typically begins. By partnering with Gen Yers early, advisors can work with them for decades to come.

(Graphic Overlay: Life Stage Relative to Age)

Gen Y is entering life stages later than other generations. As a result, they're not typically at a point where they've begun to seriously engage in investing. They may not feel they have enough money to invest or may feel that they are young enough to wait before beginning. In short, they are more conservative in their financial decisions. Advisors can help Gen Yers find their way and begin a working relationship with them.

(Graphic Overlay: Strong Referrals)

Gen Y represents one of the most social groups in the country. If they're happy with a product or service, they've been known to share their experiences with friends and family. Not to mention with their many social media connections.

(Graphic Overlay: Streamlined Communication)

Generation Y are big believers in being streamlined, straightforward, and concise. It's important to understand their mindset and to deliver relevant, meaningful information to them through channels they prefer such as digital and social networks.

By understanding what makes Generation Y different from other groups of people, advisors can tailor their approach to make a deeper connection with this very important group of investors. To learn more, read First Clearing's "Gen Y is Ready to Invest...Are You Ready to Advise Them?"

(Graphic Overlay: *Gen Y Is Ready to Invest...Are You Ready to Advise Them?* white paper cover thumbnail)

Are you First Clearing empowered?

(Graphic Overlay: Are you First Clearing Empowered? First Clearing logo)

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