

Capturing the Hearts & Wallets™ of Peak Accumulators™

Building Profitable Investment Business with Generation X and Younger Boomers

Research Overview

Although much research and effort has been put behind developing offerings for Baby Boomers approaching retirement, virtually nothing is being done to woo younger Boomers or Generation X.

- Investors aged 28 to 52, the “Core Workforce™,” control more than \$5 trillion in investable assets.
- The Core Workforce™ market is growing faster than any other segment except pre-retirees. Asset growth is organic; wresting share from incumbents plays a smaller role.
- This market is competitively uncluttered, thanks to industry focus on pre-retiree Boomers.

Core Workforce™ investors represent the core of the American work force today—and a future engine of growth for the investment industry. These mid-career households will be accumulating assets over the next 20 to 30 years. They are keenly aware that they bear responsibility for saving almost all of their retirement monies. Unsure of whom to trust, they are wary of former employers, afraid of getting ripped off, and have some misperceptions about investing. They aspire to be self-directed, and are avid users of technology, but are looking for new sources of help.

Within the more than 60 million households in the Core Workforce™ is an attractive segment which we call Peak Accumulators™. These empowered, financially responsible, households engage in six key behaviors which elude other Core Workforce™ households. Peak Accumulators™ control the bulk of assets in the Core Workforce™ age group. Finding, acquiring, and developing Peak Accumulators™ now has an attractive net present value (NPV). Helping other Core Workforce households to become like the Peak Accumulators™ is an equally important opportunity that can earn enduring customer loyalty.

The focus of this in-depth study is to reveal the best ways to acquire and serve all Core Workforce investors, including Peak Accumulators™. Partners Mast Hill Consulting and Sway Research, whose work at Financial Research Corporation’s was widely followed for many years, created the Hearts & Wallets™ series to illuminate underserved customer segments for client firms. The research uncovers new insights into attitudes, preferred financial services providers, product choices, and delivery channel needs of this unheralded demographic that is quietly looking for new services and products.

Key Data and Analysis Featured in the Report

Strategy, product, sales, and marketing executives can tap into this fresh market with:

- Market size and projections; household investable assets by age, wealth, and product
- Concerns, attitudes, needs, and preferences, including insight into the exciting new investment decision processes
- Challenges, reasons for seeking advice, and sources of help
- Delivery channel preferences, including methods for combining technology and live channels
- Product strategies
- Statistics on current financial services relationships and share of wallet
- Best practices among the few firms targeting this group

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Core Reader Questions/“Pain Points”

- Can a new growth market help your firm break through the competitive clutter?
- How should your firm’s retirement offering address mid-career wealth accumulators?
- Are Core Workforce™ investors (age 28 to 52) an attractive target? What can behavior-based segmentation reveal? What should your firm know about these customers?
- What do Core Workforce™ investor attitudes and preferences predict about the future delivery of investments?
- What solutions are Core Workforce™ investors using now? What do they think of emerging products and solutions?
- What are the different implications for asset managers, full service distributors, on-line distributors, banks, insurance companies, and other providers?

Deliverables

- The Capturing Hearts & Wallets™ of Peak Accumulators™ Report - featuring an Executive Summary, Key Findings, Insights and Analysis, and Strategic Implications in a compact, but rich format with approximately eight chapters and 80 exhibits
- All study exhibits in Microsoft Excel

Optional Additional Services

- Comprehensive half-day strategy session with the study’s authors
- Advisor seminars, white papers, and other value-add materials
- Sales conferences, client events, and other speaking needs

Methodology

- In-depth online survey of over 800 U.S. households in the following wealth segments based on investable assets, excluding real estate:

Investable assets, excluding real estate	Sample Size
Less than \$100,000 (about 50 MM HHs)	200
\$100,000 - \$250,000 (about 7 MM HHs)	200
\$250,000 - \$500K (about 4 MM HHs)	200
Greater than \$500K (about 3 MM HHs)	200

- Interviews with executives of firms currently targeting this market
- Synthesis of secondary research sources

Attachments

- Table of Contents
- Order Form

For more information, contact Laura Varas at 781-741-5200 (laura.varas@masthillconsulting.com) or Chris J. Brown at 603-382-5300 (chris@swayresearch.com).

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