What advisors need to know about Generation Now investors

Your most important clients might be younger than you think. High-net-worth investors ages 30–45 represent one of the most significant growth opportunities for RIAs this decade. Schwab took a closer look at a sample of this cohort, which we are calling Generation Now, to find out how you view the world. Here’s what the study revealed.

Generation Now investors control

$3.5 trillion

in investable assets

Instability and uncertainty have shaped their lives

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How do they feel?

Anxious

Worry and doubt dominate their thinking

- Feel the economy, employment, home values, healthcare, and Social Security are unstable
- Struggle with how to balance investing for the future while providing for today
- Wonder how to best care for their children and protect aging parents

Cautious

Hedging against personal or financial upheaval is top of mind

- Constantly monitors investments and assesses life achievements
- Keep a high percentage of savings in cash
- Reluctant to touch the principal of inherited money
- Live on a budget—even millionaires

Distrustful

They are skeptical of the market and financial institutions

- Doubtful of buy-and-hold strategies
- Trust family, friends, colleagues—and themselves—over experts
- May prefer secure returns over big market wins

Financial freedom

Freedom isn’t a number—it’s peace of mind

They want to:

- Cover expenses confidently, without budgeting and monitoring
- Preserve socioeconomic status and family legacy
- Feel prepared to meet unexpected situations, from medical bills to stock market swings
- Act spontaneously, without worrying about financial impact

Balance

Generation Now is in search of equilibrium

They want to:

- Prioritize family over wealth accumulation
- Invest in life experiences over material things
- Give back to their communities, primarily through donating time
- Grow their assets while safeguarding the wealth they’ve already achieved

What do they want from an advisor?

Generation Now investors are looking for a partner they can trust, someone who knows them as individuals. To connect with this cohort, advisors must:

- Understand that collaboration is key to success
- Know their values—not just their financial goals
- Let them know you as a person as well
- Give them control over decisions that impact their future
- Be available, and communicate in ways that work for them
- Demonstrate deep financial expertise
- Partner with other professionals for broad financial planning solutions

Want to learn more?

Get a summary of the study or watch the Generation Now video at advisorservices.schwab.com/advocacy

Schwab clients have access to more detailed analysis and consulting services to help them serve this generation.

Learn more about Schwab can support you. Please call 877-312-3664.

Methodology

Schwab took a rigorous approach to the research, engaging Generation Now through the channels they prefer, and providing valuable insights into their feelings and values. In the first phase, we used search tools to identify the cohort’s key behaviors and apply those learnings to the qualitative phase. In the second phase, participants shared their highly personal views by answering questions via self-recorded videos and photos. In the final phase, a subset of participants completed in-depth, face-to-face interviews, allowing researchers to better understand the drivers behind Generation Now’s views and behavior.

About the participants

30–45 years old

$500,000+ investable assets

Investors by region