

The Young and Wealthy “Next Generation”

The great wealth transfer is happening now. Advisors are rethinking how they attract and communicate with the next generation through the lens of their unique needs and perspectives.

The Great Wealth Transfer

\$84 Trillion



in wealth is expected to transfer from Baby Boomers to Gen X, Millennials and Gen Z in the U.S. by 2045.¹



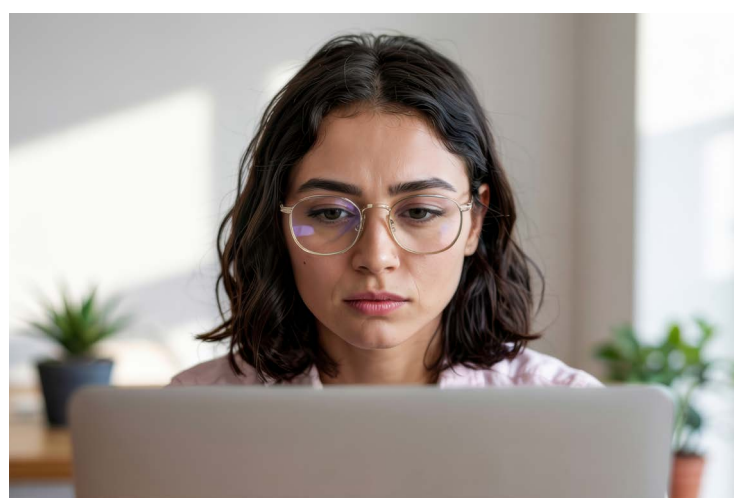
9 million

young households—currently not affluent and making up 37% of all young non-affluent households—are expected to grow their wealth within the next three years.⁵



By 2040

the wealth transfer to Millennials is expected to be underway and is projected to surpass the transfer to Gen X, which has already begun.¹



Mindset

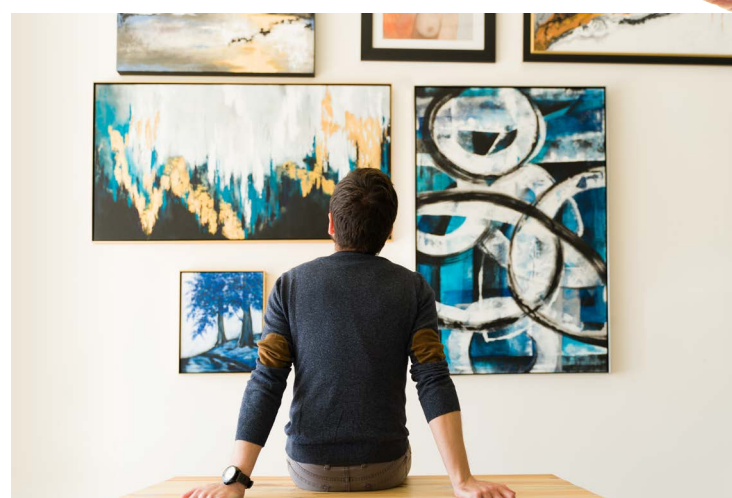
The Next-Gen of young and wealthy individuals have **unique generational priorities** and are often aligned with social causes.

Younger wealthy individuals may **lack a connection to—or belief in—traditional financial advisors**.

Millennials and Gen Z **look to professionals as coaches and accountability partners**.

Next-Gen women view wealth primarily as a source of stability, independence and well-being.

In fact, 87% see it as a way to achieve financial security and freedom, while 85% believe it enables a better quality of life.²



Investment Approach

Younger wealth looks beyond stock and bond markets, driving demand for real estate, private equity, digital assets and gold.

Younger investors hold more cryptocurrency and alternative assets—91% of those aged 21 to 43 report that they are likely to allocate more to alternatives in the next few years.¹

94% of Millennials and Gen Z are interested in collectibles, with watches, jewelry and wine/spirits topping their lists. They're also interested in rare automobiles, antiques and sneakers.

There's a high interest among all wealthy Americans in collecting art—**83% of the young wealthy population indicate they currently own art or would like to**.¹



Information

Among those aged 21 to 43, 48% **prefer to get financial information from social media**. Other preferred sources include online articles (38%), online videos (37%) and television (36%).¹

Younger individuals **view philanthropy with the same level of commitment as older wealthy individuals**. However, they are more likely to factor in a company's Environmental, Social and Governance (ESG) score and the sentimental value of an investment when making financial decisions.

They are far more **likely to say that AI impacts the way they invest or manage their wealth**. However, across age-groups, 7 in 10 hesitate to use AI and worry about the resulting quality of information.¹

Ready, set, go...

Here are the best practices for aligning your marketing strategy with what matters most to the next generation of the young and wealthy.

- ✓ **Get ahead of information needs and discussions** that are important to younger wealthy individuals: family discussions about the use of wealth, planning for elder care, support for learning financial skills for individuals and their children, strategic philanthropy and investing options for environmental impact.
- ✓ **Demonstrate how you offer what they want**—both high-tech and high-touch encounters.
- ✓ **Demonstrate you are accessible, responsive and proactive**. Consider using technology like chatbots and online portals to make it easy to communicate with you and to access important information.
- ✓ **Communicate the importance of trust** in the advisor/client relationship. Trust may be growing in importance:
 - 58% of younger, wealthy individuals (ages 21-43) are likely to rely on one advisor.¹
 - 29% of those age 44 and older use a single advisor with the vast majority relying upon multiple advisor relationships.¹
- ✓ **Align with their social responsibility and sustainability values** by offering investment opportunities in companies that reflect these values.
- ✓ **Tout personal and financial institution involvement** in activities aligned with their values, such as charitable, lifestyle and cultural experiences.
 - Host events or webinars educating clients on financial topics or in support of the community while showcasing expertise.
- ✓ **Personalize communications** to meet generational expectations.
- ✓ **Nurture a social media presence** as part of an omni-channel strategy.
- ✓ **Use visuals and tonality** that match contemporary “luxury.”
- ✓ **Include interactivity, viral content and videos**.

“Successfully preparing investors for a record-breaking movement of inherited assets across multiple generations requires advisors to embrace new skills and diverse level of client interactions.”

— ABA Journal

Ready to turn Next-Gen insights into actions?



Reach out to Nicole Johnson, Financial Services Practice Lead

Call at 518.621.1600 or email njohnson@medialogic.com

Sources:

¹ https://ustrustaem.fs.ml.com/content/dam/ust/articles/pdf/2024BoA-PB_Study_of_Wealthy_Americans.pdf

² <https://bankingjournal.aba.com/2025/01/riding-the-wealth-transfer-wave/>

³ <https://bankingjournal.aba.com/2022/04/the-art-of-courting-wealthy-millennials/>

⁴ <https://www.advisorengine.com/action-magazine/articles/marketing-to-young-investors-a-guide-for-financial-advisors>

⁵ <https://assets.equifax.com/marketing/US/assets/6-ways-to-identify-and-attract-young-affluent-consumers.pdf>