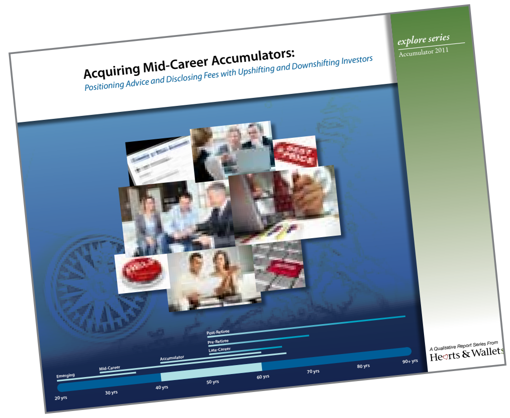
Acquiring Mid-Career Accumulators:

Positioning Advice and Disclosing Fees with Upshifting and Downshifting Investors



Overview

Hearts & Wallets Explore series is based on multi-sponsor focus groups held across America. This report features analysis of 9 groups of "Mid and Late Career Accumulators" (investors in their 40s and 50s who don't plan to retire in the next 5 years) held in June 2011. The key question that inspired the research is whether, why and how investors trained on self-service platforms will "up-shift" to full service offerings to get more advice, or whether self-service employer-sponsored plan providers will keep the incumbent advantage. To understand the emerging trends, the three segments examined are those with recent experience changing providers, or those very engaged with their current providers. These groups will be quantified in the upcoming 2011 Investor Quantitative Panel.

- "Engaged & Staying Puts:" investors who are satisfied with their current financial services providers;
- "Upshifters:" investors who desire more, or better quality, advice and have recently (or are strongly considering) shifted to a full-service advisor;
- "Downshifters:" investors who want to get more involved in their investments or save on fees, and have shifted (or are considering doing so) to a self-service model at an advice-enriched discount brokerage firm.

This Report Will Help You

Sample pages

- Understand the "pain points" or questions investors want to answer that will motivate them to seek advice or solutions
- Unlock your firm's acquisition potential for investors who are "in play", whether Upshifters or Downshifters
- Build strategies for new service models by assessing how investors want to access, evaluate, and pay for advice, including bundled and unbundled models, asset-based fees vs. fee for service, fiduciary status and more
- Discover attitudes to retirement and retirement messaging, including an analysis of current competitive advertisements
- Develop better descriptions of the value of current services using the Five Service Dimensions

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Key Findings

- "Freedom money" completely eclipses "retirement" as the main motivation for Accumulators to save
- Often triggered by a bad experience, Upshifters are willing to pay higher prices for the "right" solution
- Many Downshifters are disillusioned with generic solutions and/or advisor turnover and may be hard to please
- The ideal advice-pricing service model is quite different from the status quo, and includes a lot more choice; Accumulators tell us that how much money someone has today (account balance) is not related to advice or service model preferences, suggesting that the time is ripe for new pricing approaches
- Five Service Dimensions hold the key to describing the value of services, which will become more important as fee disclosure requirements in 2012 increases investor awareness of pricing

Key Analysis

- Insights into the future of advice, service models, and pricing
- How Five Service Dimensions apply to investing to help us understand what investors long for
- Sales & Marketing Executive's Field Guide to Upshifters (attitudes, motivators and actions)
- Sales & Marketing Executive's Field Guide to Downshifters (attitudes, motivators and actions)

Price: $7,800. Order Form attached.

Report Chapters

1. 5 Reasons Accumulators are Not Saving enough For Retirement, and 5 ways to Engage Them
2. What's Working & What's Not: Insight into the Advice Service Models of the Future
3. Reactions to Alternative Service/Pricing Concepts
4. Attitudes & Experiences of Upshifters
5. Attitudes & Experiences of Downshifters

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