YCHARTS

Facilitating Multigenerational Financial Conversations

Without Overstepping

Connecting Plans With the People They Serve

A plan means little if the family can't follow it.

As people age and priorities evolve, financial strategies become more complex. Many clients still exclude key decision-makers such as spouses, adult children, or other beneficiaries. Without alignment, even the best-laid plans risk falling apart.

Your role: bridge that gap.

This guide shows how to prepare clients, engage their households, and communicate intentions with clarity. YCharts arms you with data, visuals, and household-level insights that turn complex planning into shared understanding.

Trust comes from proactive, data-driven communication. When the time comes to transition wealth, your relationship should transition with it.

The $84T Advisor Imperative

Why Multigenerational Planning Should Be Part of Every Client Conversation

Wealth is moving fast. Over the next 20 years, $84 trillion will transfer to younger generations, yet 70% of heirs leave their family's advisor after inheritance. As client portfolios grow, so does the importance of continuity. Most advisors focus on managing risk and returns, but how many have a strategy for retaining assets when wealth changes hands?

Baby Boomers expect detailed reports and in-person reviews, while Millennials and Gen Z prefer concise visuals, digital access, and planning that reflects personal values. Without an intentional approach, even the most loyal client relationships are at risk.

Engage the Full Family Picture

3 Steps to Strengthen Relationships and Retain Assets

Financial decisions happen at the household level. Spouses, children, and future heirs all influence outcomes. Strengthen retention by making them part of the plan.

1 Unify the View

Start with a complete snapshot of the household.

Fragmented accounts mean fragmented conversations. Consolidate retirement, trust, brokerage, and education accounts into one view.

What to do:

- Hold family meetings during natural gatherings (e.g., summer) to spark legacy discussions.
- Combine retirement, trust, brokerage, and education accounts into one view.
  → **Tool Tip:** Use YCharts' Householding and Proposal tools to group accounts by family member and build a clear family-wide dashboard.
- Build strategies around shared priorities, not just individual holdings.

2 Visualize Shared Goals

Clear visuals drive understanding and buy-in.

Charts and summaries help clients understand the plan and make it easier to involve others. Whether it's a spouse, child, or sibling, visuals set the tone for productive, collaborative discussions.

What to do:

- Visualize performance trends to show how strategies evolve over time.
  → **Tool Tip**: Use Fundamental Charts to display trailing returns, volatility, and drawdowns clearly.
- Share reports that invite participation from other family members.
  → **Tool Tip:** Use Report Builder to generate polished, personalized reports.

3 Win Over the Next Generation

Waiting until assets transfer is how advisors lose them.

You don't need to wait until assets move to build trust. In fact, waiting is what causes most advisors to lose it. Engaging the next generation early gives you time to demonstrate value, understand their priorities, and earn a long-term relationship.

- **Tailor the message:** Create a proposal that reflects their financial position and priorities, whether they are focused on flexibility, saving for a first home, or building their own long-term wealth.
- **Discuss their values:** Invite conversations around ESG, purpose-driven planning, or how they may define success beyond just performance.
- **Make it relevant:** Run scenarios around life events that matter to them, such as student debt management, career transitions, or inflation's impact on future goals.
- **Personalize:** Create a lightweight, visual plan that aligns with the family's strategy but centers on their unique path.

Bring the Whole Picture Into Focus

Advisors who lead these conversations now secure loyalty for decades. Show where the household stands, where it's going, and who it's built for.

Start your free trial today and see how YCharts helps advisors turn clarity into confidence, and confidence into client retention across generations.