

Fired at Inheritance:

# Why **80%** of Heirs Walk Away From Their Parents' Advisor

From Overlooked to Indispensable  
Winning the Next Generation of Wealth

# If you think you're ready for the Great Wealth Transfer, think again.

**The question isn't whether assets will move, it's whether you'll keep them.**

Are you equipped with the right tools, technology, and insights to guide families through a seamless transfer? To earn the trust of heirs who have never worked with you? To showcase value to a generation that, so far, hasn't seen it?

Over the next 20 years, \$84 trillion will pass from Baby Boomers to Gen X, Millennials, and Gen Z (Cerulli, 2022). The risk isn't the transfer itself, it's what happens after. Four out of five heirs fire their parents' advisor upon inheriting wealth (ThinkAdvisor, 2025). Not because of performance. Not because of fees. But because advisors failed to connect early, adapt their communication, and align with how younger generations think about money.

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**80%** of YCharts clients surveyed have successfully completed a generational wealth transfer, crediting tools like Report Builder and Scenarios for making complex conversations simple, visual, and values-driven.

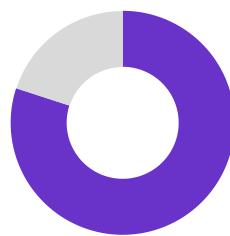


## The Opportunity Is Here. Are You Going to Be the One to Capture It?



**20%**  
of Gen Z seek professional financial advice.

(Investopedia, 2025)



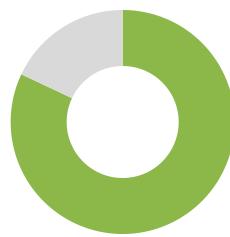
**80%**  
of heirs fire their parents' financial advisor.

(ThinkAdvisor, 2025)



**11%**  
of Millennials say their financial wellness is "very healthy."

(ABA Banking Journal, 2025)



**82%**  
of Millennials say their financial planning needs improvement.

(Northwestern Mutual, 2025)

# How Younger Generations Actually Invest

## The Big Picture

The generational gap in portfolio preferences is clear. Gen Z and Millennials are overweight in growth, speculation, and ESG. Baby Boomers remain anchored in dividends and large-cap stocks. This is more than a change in allocations; it is a shift in values and identity that defines how younger investors view money, risk, and opportunity.

## Align with Values

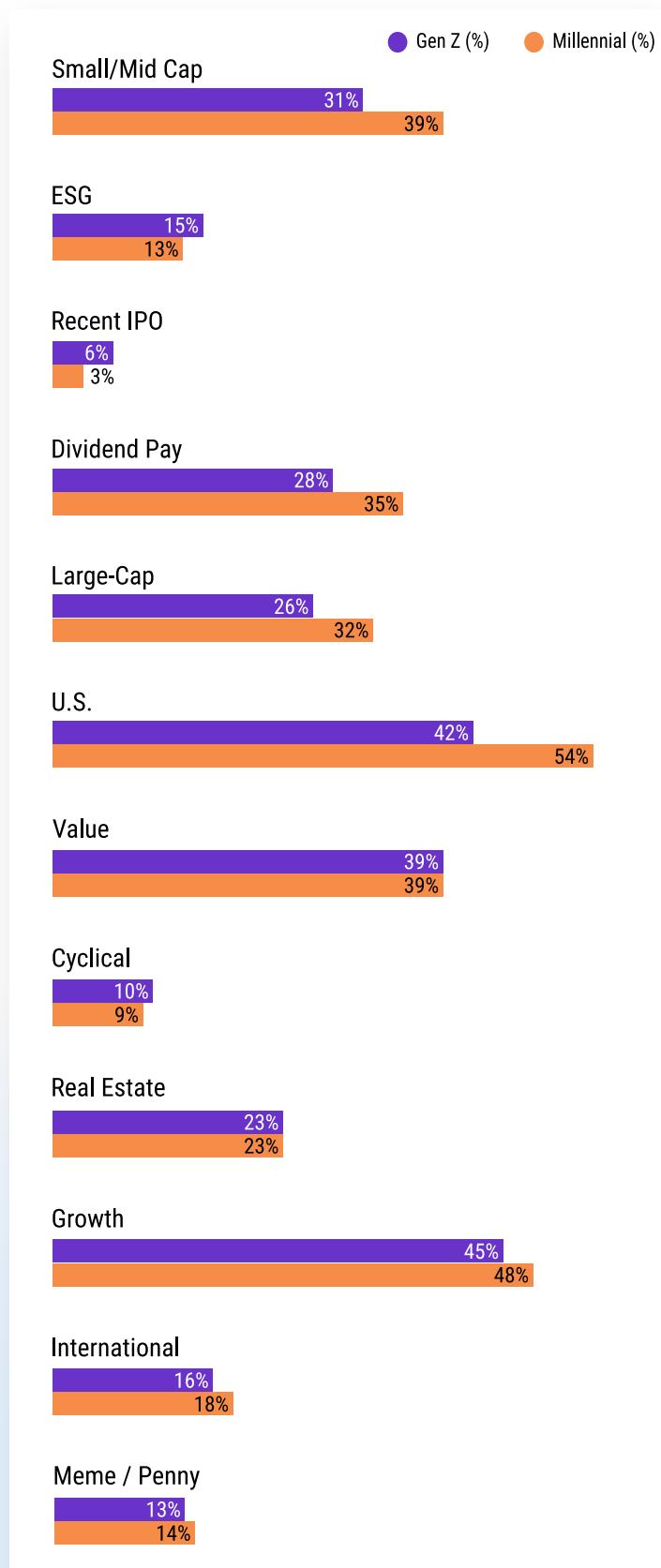
The advisor landscape is shifting. It is no longer strictly about maximizing returns; the next generation defines success through multiple lenses. Younger investors value alignment with their identity, whether that means alternative priorities, innovation, or speculative strategies. Advisors who connect these preferences back to disciplined, long-term planning will stand out as trusted partners who bridge values with outcomes. With YCharts, advisors can contextualize topics like AI, ESG, and crypto through dynamic visuals, turning fleeting social media narratives into long-term financial strategies that clients can understand.

## Stay Current

72% of Gen Z and 57% of Millennials look to social media for financial advice (Inc, 2025). Ignoring these channels means missing where investing conversations are already happening. Advisors who can contextualize themes like tech, AI, and market disruption within sound investing strategies show relevance and credibility. A clear perspective is more valuable than silence, and even lighthearted trends can be the entry point to deeper portfolio discussions.

## Key Takeaway

To stay relevant, advisors must speak the language of the next generation.



Source: The Motley Fool's Generational Investing Trends Survey, 2025

# Advisors vs. Apps: Winning the Digital Race

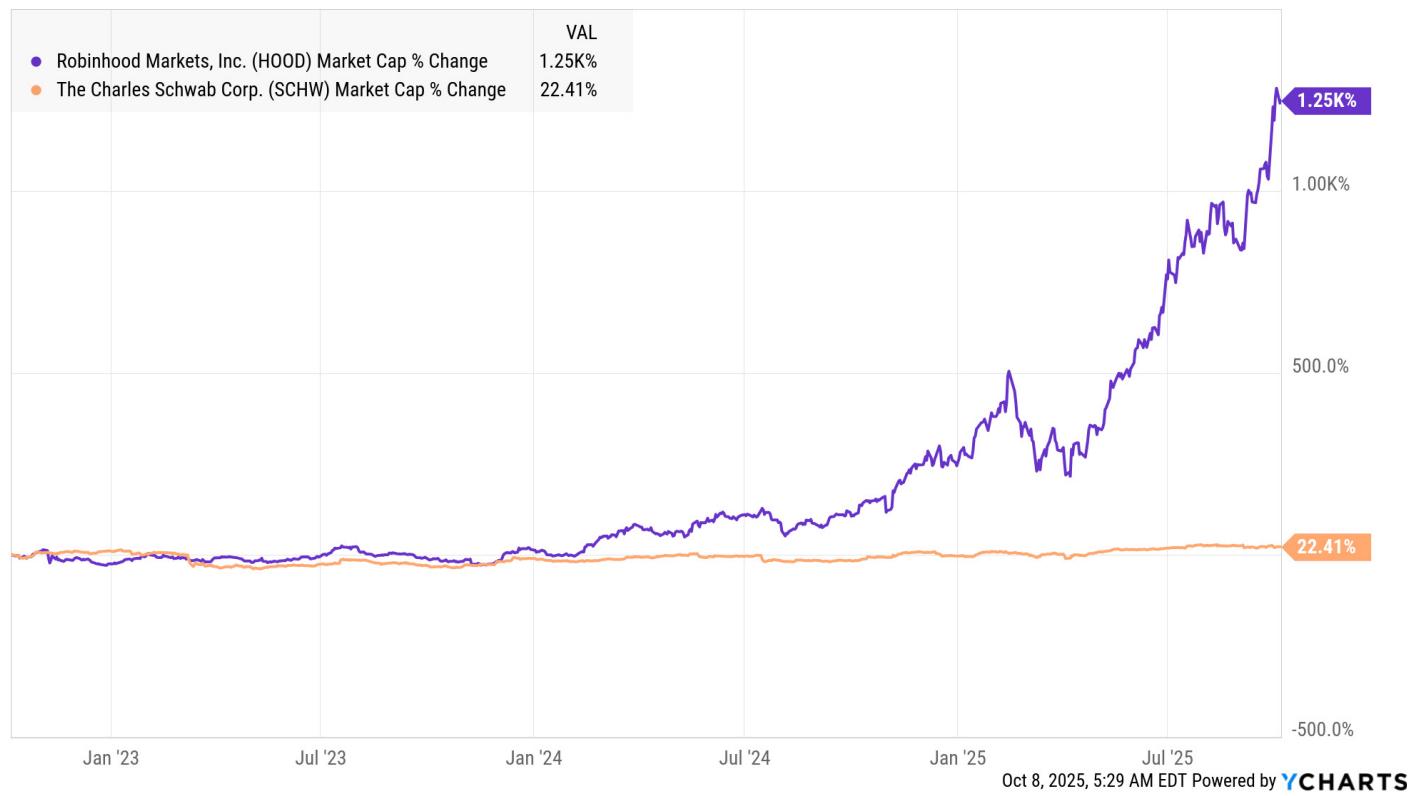
**75%** of Robinhood's user base is under 43 (Yahoo News, 2024) making the platform more than just a trading app, it's a glimpse into how Millennials and Gen Z expect investing to be: mobile, visual, and real-time.

Robinhood's market cap has surged over 1,250% since the beginning of 2023, while Schwab's has advanced just 22%. In 2025, Robinhood not only joined the S&P 500 but has steadily led the index as its top performer year-to-date. This momentum underscores how investor demographics and sentiment are rewriting the rules of financial services.

Schwab still dominates in scale, but Robinhood is winning the battle for attention and loyalty among younger investors. By delivering investing in the format Millennials and Gen demand—immediate, visual, and always accessible—Robinhood has become more than an app. It's a signal of where the market is heading.

But scale and trust aren't the same. Platforms like Robinhood excel at immediacy but often lack the guardrails and context required to build lasting wealth. Advisors who blend the delivery younger investors expect with the disciplined, long-term guidance they need will be best positioned to capture and grow this next generation of clients.

## Robinhood Vs Schwab Market Cap



[Modify with YCharts →](#)

# Gen Z, Crypto, and the New Path to Retirement

**42%** of the Gen Z investors surveyed reported owning cryptocurrencies, but only 11% said they have a retirement account. (Money.com, 2025)

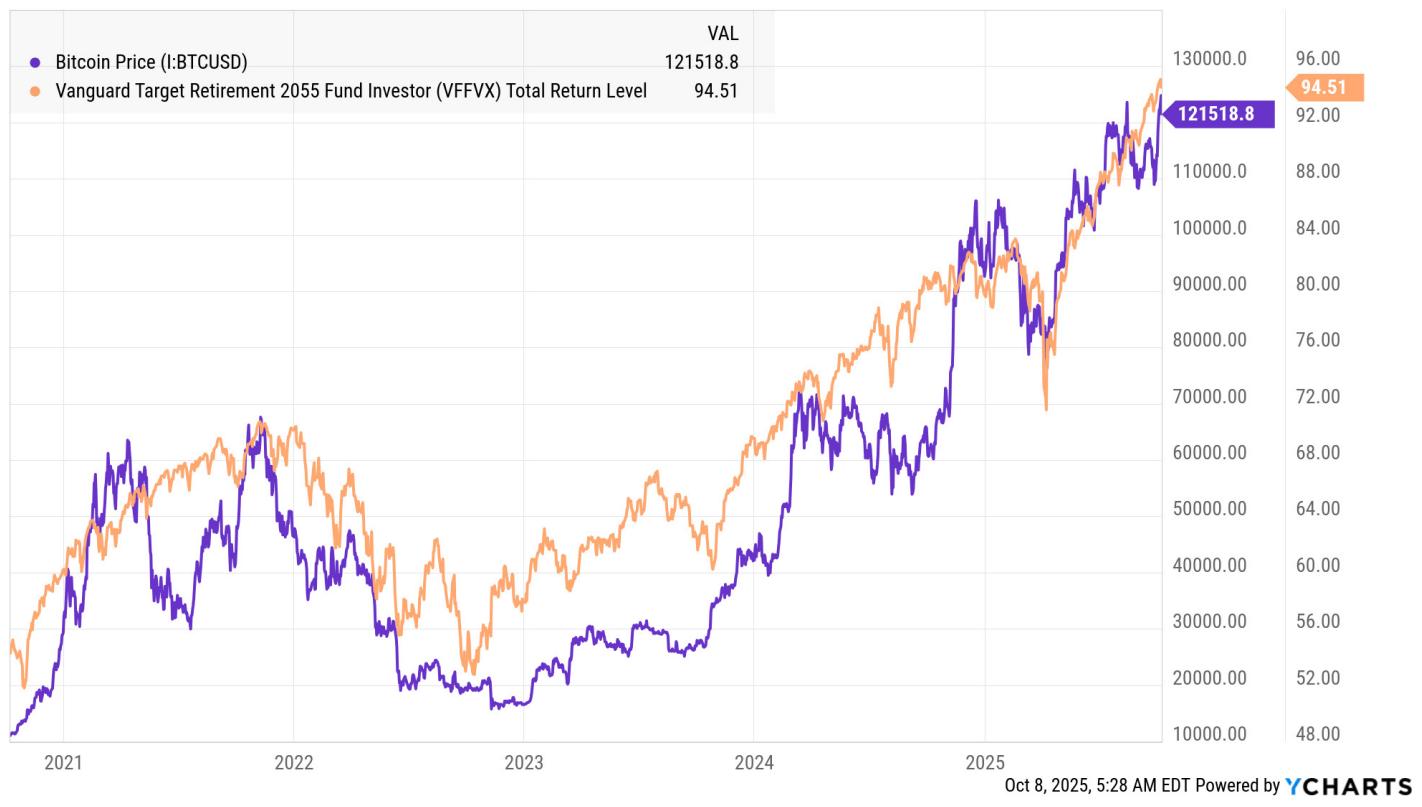
Bitcoin and retirement funds have surprisingly moved in tandem at key moments, underscoring how macro forces can link speculative assets with vehicles designed for long-term stability. For Gen Z, who will be approaching retirement in 2055, this connection is more than coincidence. It shows how the markets they trust today can shape the futures they rely on tomorrow.

Crypto enthusiasm is not a fad to dismiss. Younger investors are pouring capital into speculative assets such as Bitcoin, Tesla, and Coinbase because they feel modern, accessible, and full of upside. The same mindset underpins the growing FIRE movement (Financial Independence, Retire Early)

where Gen Z views aggressive investing and alternative assets as pathways to autonomy and freedom long before traditional retirement age. Yet the same volatility that drives Bitcoin often bleeds into equity markets and affects the very funds designed to secure long-term wealth, like the Vanguard Target Retirement 2055 Fund Investor (VFFX).

Advisors who connect the dots between speculative enthusiasm, FIRE ambitions, and long-term stability can reframe the conversation. By presenting their own retirement vehicles as anchors that balance growth with security, advisors can position themselves as trusted educators guiding Gen Z toward sustainable wealth. YCharts Scenarios lets advisors model side-by-side comparisons so younger investors can see the tradeoffs for themselves. It transforms abstract warnings into concrete, visual insights that resonate.

## Speculation vs Stability



# Delivering Value at Life's Inflection Points

## Bridging the Generational Trust Gap

Gen Z has come of age in the shadow of financial instability, from the Great Recession to Millennial student debt to a housing market that feels out of reach. Rather than repeating those mistakes, they have become adaptive, digital-first, and values-driven. Yet their confidence in self-education often lacks depth: 84% want financial literacy, but only 15% understand taxes, and just 25% invest beyond savings (MoneyFit, 2025).

## Crafting Strategy for Investors of Tomorrow

This is where advisors prove their worth. Life events such as a new job, a first home, marriage, or inheritance are the crossroads where theory collides with reality. 30 percent of Gen Z say their biggest financial concern is being able to afford having children (Northwestern Mutual, 2025). Without guidance, they risk over-leveraging, mismanaging credit, or chasing short-term gains while missing compounding opportunities. **Advisors who deliver personalized strategies at these inflection points do more than manage money. They shape outcomes.**

Life Event	Advisory Opportunity	How You Can Add Value
<b>New Job</b> 	Position yourself as the architect of long-term retirement and compensation strategy	<ul style="list-style-type: none"> <li>• Consolidate old retirement accounts</li> <li>• Build a contribution plan for a new employer</li> <li>• Model tax implications of bonus or equity comp</li> <li>• Use YCharts Scenarios to show equity comp impacts on long-term outcomes</li> </ul>
<b>First Home</b> 	Demonstrate value in liquidity, debt, and protection planning	<ul style="list-style-type: none"> <li>• Create a down payment savings plan with timeline</li> <li>• Model affordability, mortgage rates, and liquidity scenarios in YCharts with one click</li> <li>• Build an emergency fund and insurance coverage plan</li> </ul>
<b>Marriage</b> 	Align household finances and future family planning	<ul style="list-style-type: none"> <li>• Draft a joint financial plan with shared goals</li> <li>• Create a child and education savings roadmap</li> <li>• Build a household cash flow and insurance strategy</li> </ul>
<b>Family Planning</b> 	Provide guidance where emotions and money intersect	<ul style="list-style-type: none"> <li>• Build education savings (529s)</li> <li>• Update insurance coverage</li> <li>• Draft guardianship in an estate plan</li> </ul>
<b>Inheritance</b> 	Become the trusted guide in intergenerational wealth transfer	<ul style="list-style-type: none"> <li>• Create or update an estate plan and wills</li> <li>• Model state and federal inheritance tax implications</li> <li>• Build a new diversified investment strategy</li> <li>• Quickly visualize portfolio shifts and tax impacts using YCharts' Proposals</li> </ul>

# Winning the Next Generation Starts Today

The Great Wealth Transfer is no longer a prediction. It is already in motion. Trillions of dollars are moving into the hands of Gen Z and Millennials, who have a fundamentally different approach to money.

These investors are digital-first, turning to apps, social media, and visual tools rather than traditional channels. Their portfolios reflect both their values and returns, with thematic, and alternative investments often taking precedence over legacy asset classes.

Many also chase the immediacy of short-term gains, which can overshadow the importance of long-term planning and security.

For advisors, this is both a warning and a window. Those who cling to outdated communication styles risk fading into irrelevance as younger investors look elsewhere for guidance. Advisors who engage at natural inflection points have a once-in-a-generation opportunity to position themselves as that guide. Advisors using YCharts not only keep pace with digital-first investors, they gain an edge. By pairing visuals with connection and experience, they can engage heirs earlier, deepen trust, and win business their peers are losing.



## The Competitive Edge Advisors Need Today

YCharts equips advisors with the tools needed to meet this moment. From visualizing complex market data to creating personalized, client-ready reports, YCharts helps advisors communicate with clarity and confidence in ways that resonate with younger investors.

By making every conversation more engaging, transparent, and values-aligned, YCharts empowers advisors to compete with apps, bridge generational gaps, and deliver personalized strategies that turn uncertainty into lasting financial confidence.

With YCharts, advisors can transform generational change into generational opportunity.

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