[redacted] Wealth Advisor Confidence Survey™

2019 Executive Summary
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Contents

Wealth Advisors Remain Bullish About Firm Growth

Despite Deepening Concerns Over Economy, Interest Rates, Global Trade and White House Instability, along with a collection of interesting responses to Financial Awareness & Financial Literacy in the US

Findings of the annual **Wealth Advisors Confidence Survey™ 2019** indicate that independent wealth advisors remain fairly confident about their own future growth prospects despite significant headwinds across the economic, political, tax and investment landscape.

Nearly 300 financial advisors from throughout North America took part in a 20-question online survey in January and February of 2019. Respondents were given no financial or in-kind incentives to complete the survey other than a promise of prepublication access to the results. Respondents, who received an email alert, 48 hours prior to receiving an email survey invitation, took on average 7 minutes to complete the survey and over 95 percent of respondents who started the survey completed it within 24 hours, although not necessarily in one sitting.

Breakdown of respondents:

- CPAs (58%)
- CFP/Wealth Advisors (29%)
- Estate Attorneys/Planned Giving Officer (7%)
- Business Owners/Other (6%)

Executive Summary - Industry Outlook

Bigger jump in recessionary fear than in market correction fear

The survey conducted by **HB Publishing & Marketing Company, LLC**, in conjunction with **The Financial Awareness Foundation** and **CPA Trendlines** finds that seven out of eight advisors (88.1%) reasonably expect at least one more stock market correction in 2019, (up from 82.3% at this time a year ago). Further, nearly half of respondents (46.5%) say a recession is “somewhat” or “very” likely within the next 12 months—up from one third of respondents (32.9%) at this time a year ago.

ASSUME +/- 3%
MARGIN OF ERROR

Q1 To what extent do you believe there will be a FURTHER stock market correction (at least 10% decline) within the next 12 months?

	2019	2018	Percentage point change
Somewhat likely	55.9%	39.7%	+18.4
Very likely	32.2%	42.6%	-10.4
	88.1%	**82.3%**	**+5.8**

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

Market correction "Somewhat" or "Very likely"

- CFP / Wealth Advisor 47%
- CPA Tax Advisor 89%
- Business Owner > 99.0%
- Insurance Planned Giving > 99%

Q2 To what extent do you believe the economy will experience a recession (at least 2 consecutive quarters of negative GDP) within the next 12 months?

	2019	2018	Percentage point change
Somewhat likely	37.9%	26.9%	+11.0
Very likely	8.6%	6.0%	+2.6
	46.5%	**32.9%**	**+13.6**

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

Recession "somewhat" or "Very likely"

- CFP / Wealth Advisor 44%
- CPA Tax Advisor 46%
- Business Owner Over 67%
- Insurance/ Planned Giving > 99%

Q3 What's keeping the affluent up at night

The Spectrum Millionaire Confidence Index continues to fall to levels not seen since the dot-com meltdown of 2000. Which of the following factors do you think contributed? (list all that apply)

When it comes to factors chipping away at the confidence level of affluent clients, the majority of advisors cite:

1. **Turbulence in Washington (74.6%)**
2. **Trump tariffs and retaliation (64.%)**
3. **Stock market correction fears (54.2%)**
4. **Continued interest rate hikes (4.2%)**
5. **Flattening yield curve (43.8%)**

Three times as many respondents said clients were concerned about the flattening yield curve in 2019 as in 2018. Also increase concern about Turbulence in DC, continued interest rates hikes and the prospect of a market correction and a recession within 12 months. Respondents were significantly LESS concerned about the Trump tax plan in 2019 vs. 2018 and also less concerned about the Republican health plan and the Federal budget deficit in 2019 than they were in the previous year.

More concerned about…

	2019	2018	Pct. point change
Turbulence in D.C.	74.6%	63.8%	+10.8
Trump tariffs and retaliation	64.4%	new Q 2019	NA
Long overdue for stock market corrections	54.2%	46.4%	+7.8
Continued interest rate hikes	44.1%	31.9%	+12.2
Flattening yield curve	30.5%	11.6%	**+18.9**
Long overdue for recession	25.4%	15.9%	+9.5

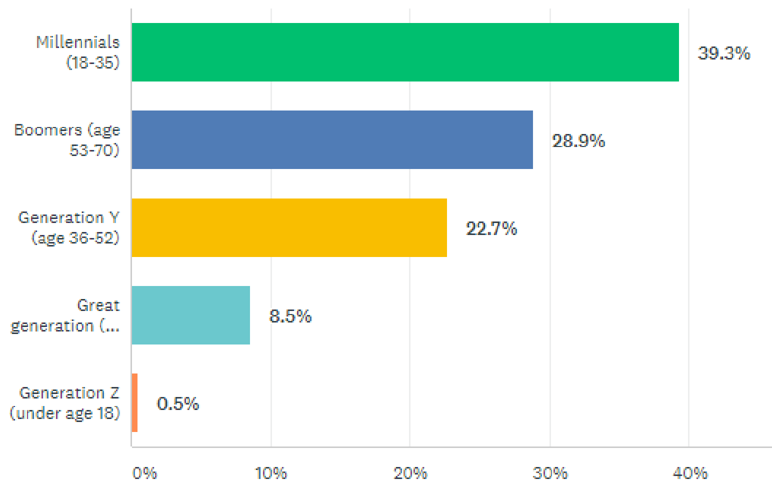
Less concerned about…..

	2019	2018	Pct. point change
Doubts about Trump tax plan	18.8%	44.9%	**-26.1**
Concerns about Republican healthcare plan	10.2%	20.3%	-10.1
Budget deficit / Other	10.2%	15.9%	-5.7

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

Q4 Which demographic group below do you find is most pessimistic about its financial future?

(Select single best answer)



Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Two in five respondents (39%) indicated that **Millennials (age 18-35)** were the most pessimistic age group--a significant increase from 28% who thought so in 2018
- Three in ten respondents (29%) felt **Boomers (age 53-70)** were the most pessimistic age group (down from 34% in 2018)
- One in four respondents (23%) said **Generation Y (age 36-52**) was the most pessimistic age cohort (down from 28% in 2018).
- One in ten respondents (9%) said the **Great Generation (age 71+)** was the most pessimistic age cohort, essentially unchanged from 2018.

Which demographic group is most pessimistic about its financial future? (select only one):

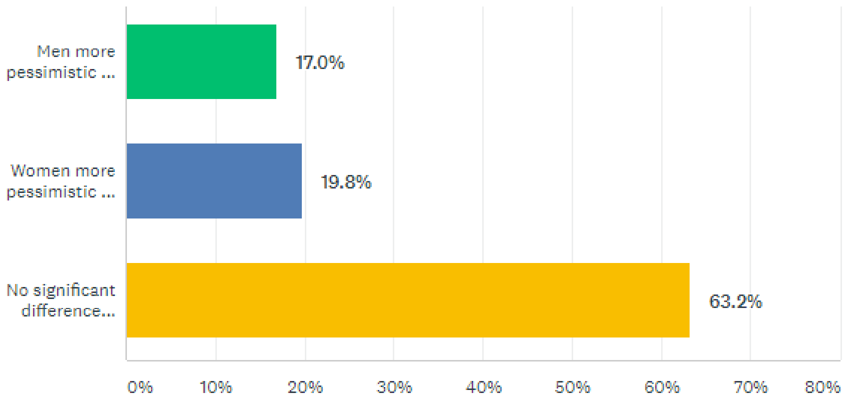
	2019	2018	Pctg. pt change
Millennials (18-35)	**39%**	**28%**	**+11**
Boomers (53-70)	29%	34%	-5
Gen Y (36-52)	23%	28%	-5
Great Generation (71+)	9%	10%	-1
	100%	100%	

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Millennial advisors thought Boomers and ***their own generation*** were most pessimistic
- Gen Y advisors felt Millennials and ***their own generation*** were most pessimistic
- Boomer advisors thought Millennials and ***their own generation*** were most pessimistic
- Age 70+ advisors thought Millennials and Boomers were most pessimistic

Q5 Regarding your answer to the question above, do you find any gender differences?

Men and women equally concerned about their financial futures.

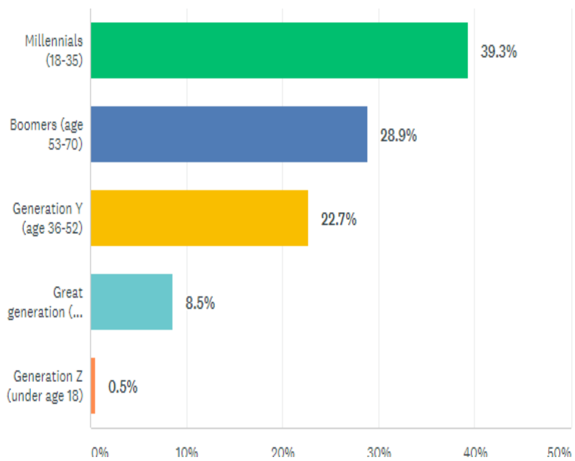


Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Two thirds of 63% of respondents believed there was **no significant difference between men and women** when describing a pessimistic outlook about their financial future, down significantly from three in four respondents (75%) who thought there were no gender differences in 2018
- Among those who thought that there WERE gender differences, one in five (20%) thought **women were more pessimistic** than men (up from 14% in 2018).
- One in six (17%) thought **men were more pessimistic** than women (up from 12% in 2018).

NEW-Special Focus on America's Financial Awareness/Literacy Challenges

With the advancements in healthcare and life expectancy, Millennials are seeing the financial challenges of their parents and grandparents firsthand. These factors, combined with growing student loan debt, are very concerning. More than 10,000 Americans will reach age 65 EVERY SINGLE DAY. Many will run out of money before they die (Source: U.S. Census). Many families, not just students, are burdened with large amounts of student loans and other forms of growing debt. This lack of financial understanding and preparation has created further problems as more than half of our nation's adult population (young and old) don't understand why they need to obtain (and keep up to date) financial, estate and gift plans to protect themselves and their families. By the way, these societal challenges are pervasive worldwide and not limited to the U.S.



Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Overall, nearly two in five respondents (39.3%) felt Millennials were the most pessimistic demographic group followed by Boomers (28.9%) and Gen Y (22.7%).

We asked financial advisors which generations is most pessimistic about its financial future

	Gen Z (age 21 or under)	**Millennials**	**Gen Y**	**Boomers**	**Great Generation (Age 70+)**
Those under age 39 say	**0%**	**51%**	**49%**	**0%**	**0%**
Those 40-49 say	**0%**	**38%**	**35%**	**17%**	**10%**
Those 50-59 say	**2%**	**41%**	**22%**	**32%**	**3%**
Those 60+ say	**0%**	**37%**	**23%**	**28%**	**12%**
TOTAL	**0.5%**	**39.3%**	**22.7%**	**28.9%**	**8.5%**

This pessimism is a growing concern for all generations and gets compounded when young people leave home highly uncertain about ever being able to live as adults at the same living standard they grew up with. Younger generations are seeing even more clearly that inheritance is not a given. So much of the money that used to be passed on to the next generation is now being used for education, the elder generations' healthcare and other living costs as life expectancy continues to rise.

Further, without having a solid understanding of smart money management principles, many Americans start buying consumer goods they cannot afford and go further into debt. Can you blame them when they're subjected to an estimate 14,000 advertising impressions a day?

We encourage young people to learn the essential principles of smart money management from our complimentary – TFAF Personal Finance Publication Set downloadable at

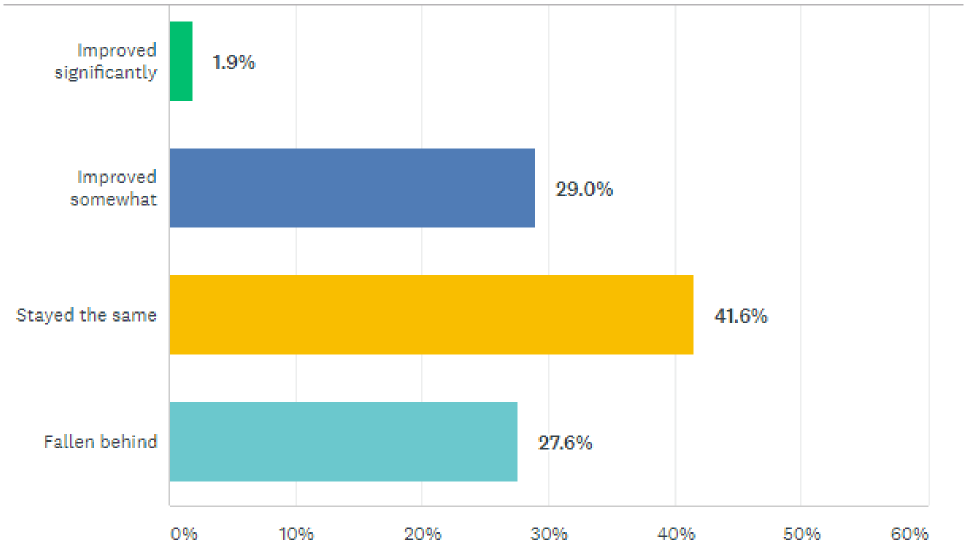
http://home.thefinancialawarenessfoundation.org/publications.html

Personal finance doesn't have to be daunting or overwhelming; try the TFAF-12 Month Financial Fitness Plan.

http://www.thefinancialawarenessfoundation.org/pdf/TFAF-12MonthFinFitnessCalendar.pdf

Q6 Over the past two years, to what extent has America's financial awareness and financial literacy changed?

(Select only one answer)



Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

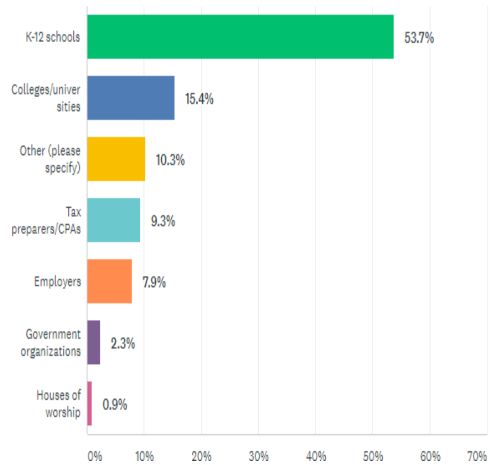
- Nearly seven in ten (69.2%) respondents lament that America's financial literacy have not improved.
- Less than 2% believe that it has improved significantly.
- Less than one third of respondents (30.9%) believe that the average Americans' financial literacy or retirement readiness has improved in recent years. This represents a significant opportunity for advisors of all ages and career stages.

	Improved Significantly	Improved Somewhat	Stayed the Same	Fallen Behind
CFP/Wealth Advisors	5.3%	28.9%	47.4%	18.4%
Attorneys	0%	57.1%	14.3%	28.6%
CPAs	1.6%	25.4%	44.4%	28.6%
Insurance/Planned Giving	0%	33.3%	33.3%	33.3%
Business Owner	0%	33.3%	40.0%	26.7%

- Attorneys appear more optimistic than other professionals about America's financial literacy. Attorneys are likely seeing fewer clients with basic American financial challenges because the clientele who can afford their services tend to be on the most affluent end of the economic spectrum.
- CPAs tend to be the most pessimistic, (27% of CPAs say it has improved vs. 33% to 34% of other professionals except attorneys) thanks to the pragmatism and healthy skepticism.

Q7 Which of the following could make the biggest positive impact on America's financial awareness and financial literacy over the next decade?

(Select only one response)



Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

It all starts with education of our young people.

- Overwhelmingly, respondents felt K-12 schools could make a bigger impact on America's financial literacy than any other institution in our society. More than half of respondents (53.2%) agreed.
- Unfortunately, the State Department of Education does not require personal finance to be taught in schools unless there is a bill created by a state legislature and passed by the state's voters. Only one-third of U.S. states require their K-12 students to take a class in personal finance.

https://www.councilforeconed.org/policy-and-advocacy/survey-of-the-states-2/

https://www.governing.com/topics/education/gov-financial-literacy-us-schools-k-12.html

This situation gets further complicated since many teachers are not financially literate themselves and financial service professionals don't have teaching credentials. And Financial Literacy National Standards are drafted by academics and not practicing financial service professionals. Further for some financial literacy deals only with savings, budgeting and debt management and many have never heard or thought about comprehensive financial planning which also includes: helping people get and stay organized, establishing personal and financial goals, retirement planning, planning for major expenditures, investment planning, tax planning, insurance and risk management planning, and estate, gift and charitable planning. So how do financially illiterate teachers successfully teach personal finance to students?

- About one in seven respondents thought colleges and universities were the institutions that could make the biggest on improving America's financial literacy.
- This is a striking example of the financial literacy crisis in America, with average student loan debt close to $40,000 and about $150,000 for medical and law school debt.....on top of college debt and credit card debt.
- TFAF has identify 100 fundamental principles for smart money management for everyone

Who could make the biggest impact on financial literacy broken down by respondent's profession?

	K-12 Schools	Colleges/ Universities	CPAs, Tax preparers	Employers	Houses of worship	Govt.
CFP/Wealth Advisors	71.1%	5.3%	NA	13.2%	NA	NA
Attorneys	57.1%	NA	NA	14.3%	14.3%	14.3%
CPAs	53.2%	13.5%	15.1%	6.3%	NA	1.6%
Insurance/Planned Giving Officer	66.7%	33.3%	33.3%	NA	NA	NA
Business Owner	26.7%	40.0%	6.7%	6.7%	6.7%	6.7%
TOTAL	**53.7%**	**15.4%**	9.3%	**7.9%**	**0.9%**	**2.3%**

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- CFPs, Wealth Advisors, Insurers and Planned Giving Officers were more likely than other professions to say K-12 schools could make the biggest impact on financial literacy.
- Business Owners were more likely than other respondents to say Colleges and Universities could make the biggest impact.

Q8 When you first met your clients/prospects, what percentage were struggling with the following challenges: (Multiple response option)

	Most if not all faced this issue
Had no Inv Policy Statement or asset allocation plan	**……………………………………………47.8%**
Didn't know their retirement "number"	**…………………………………………..47.6%**
Had no estate of gift plan in place	**……………………………………………47.8%**
In danger of outliving their money	**..6.7%**
Didn't know their monthly spending	**……….21.2%**
Had over $30,000 in college debt	**..3.8%**

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- While two thirds of respondents (62.9%) said clients were ***in danger of outliving their money*** when they first came to see them, three other issues were even more prevalent (see below):
- Nearly four in five respondents (79.3%) said at least half of their clients ***didn't have and estate plan or gift plan in place*** when they first came to see them.
- Seven out of eight respondents (86.9%) said at least half of their clients didn't know their retirement number when they first came to see them.
- Nearly nine out of ten respondents (88.6%) said at least half of their clients didn't have an Investment Policy Statement or asset allocation plan in place when they first came to see them.
- More than one third of respondents (34.9%) said the majority of their clients had more than $30,000 in college debt.

Half or more of my clients ***were <u>in danger of outliving their money</u>, when first came to see me***

CFP's / Wealth Advisors who agree	*****************47.3%
Attorneys who agree	***85.7%
CPAs who agree	**********************67.2%
Business owners who agree	************************68.6%

Half or more of my clients ***<u>didn't know their monthy spending</u>*** when first came to see me

CFP's / Wealth Advisors who agree	*****************52.6%
Attorneys who agree	********28.6%
CPAs who agree	**********************51.7%
Business owners who agree	************35.7%

Half or more of my clients ***<u>didn't know their retirement number</u>*** when first came to see me

CFP's / Wealth Advisors who agree	***92.1%
Attorneys who agree	*************************************85.7%
CPAs who agree	*************************************85.5%
Business owners who agree	*************************************85.8%

Half or more of my clients ***<u>had no IP statement or asset allocation plan</u>*** when first came to see me

CFP's / Wealth Advisors who agree	***94.8%
Attorneys who agree	*************************************71.4%
CPAs who agree	**87.2%
Business owners who agree	**92.9%

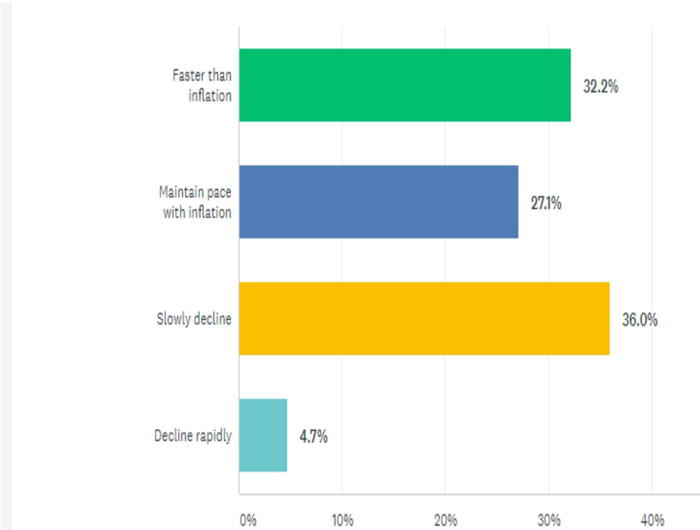
Half or more of my clients ***<u>have over $30,000 in college debt</u>*** when first came to see me

CFP's / Wealth Advisors who agree	**********21.1%
Attorneys who agree	*******************42.9%
CPAs who agree	****************37.0%
Business owners who agree	**********************50.1%

Half or more of my clients ***<u>had no estate or gift plan</u>*** when first came to see me

CFP's / Wealth Advisors who agree	*************************************81.6%
Attorneys who agree	*******************57.1%
CPAs who agree	*************************************81.5%
Business owners who agree	**********************************78.6%

Q9 If Americans could no longer tap their home equity to help pay for tuition how much would colleges continue to hike tuition every year? (Select only one)



Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- More than four in ten respondents (40.7%) indicated that college tuition fees would have to start decreasing if Americans could no longer tap their home equity to pay for it.
- Less than one in three (32.2%) thought tuition could continue rising faster than the rate of inflation if students' parents or grandparents could not use home equity to help pay for higher education.
- In fact, two in five advisors surveyed (40.7%) believed that tuition costs would actually go down if Americans could no longer tap their home equity for education financing.

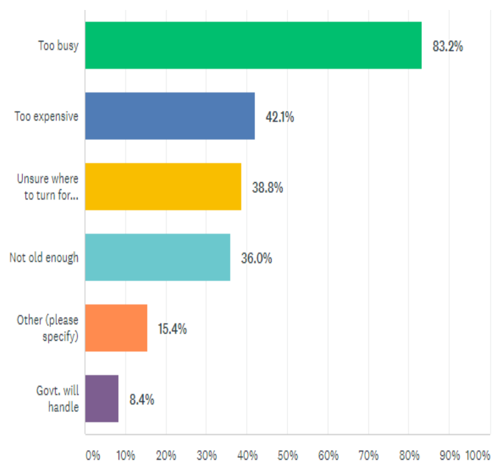
BREAK DOWN BY PROFESSION

	Continue faster than inflation	Maintain pace with inflation	Decline
CFP/Wealth Advisors	36.8%	23.7%	39.5%
Attorneys	28.6%	28.6%	42.9%
CPAs	30.1%	30.3%	39.7%
Insurance/Planned Giving Officer	33.3%	NA	66.7%
Business Owner	33.3%	26.7%	40.0%
TOTAL	**32.2%**	**27.1%**	**40.7%**

- Attorneys are somewhat more likely than other professionals to say home equity access contributes to ever-rising tuition fees for higher education.

Q10 Why are so many Americans hesitant to obtain (and keep current) a financial, estate and gift plan?

(Select all that apply)



Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- More than five out of six respondents (83.2%) say lack of time is the primary reason that Americans are hesitant to obtain financial, estate and gift plans.
- About two in five respondents say Americans think those documents are too expensive or they don't know where to turn for advice.
- Two in five advisors (38.8%) felt Americans would be more likely to get their estate and gift plans in order if they knew where to turn for advice.
- Only one in three advisors (36.0%) felt that average Americans would say they are too young to need an estate or gift plan.
- One in three respondents (36.0%) say too many Americans think they're not old enough to need trust and estate documents.

Over 120 million adults—half of the U.S. adult population-- **don't understand** the importance of having a current financial, estate and gift plan to protect their assets and their families in the event of serious illness or death. Most people are never taught the essential principles of smart money management and are provided with very little personal financial education knowledge at home or in school. Without this foundation, people do not have the critical tools to make informed everyday money decisions throughout their lives. This is a big part of the reason why so many Americans:

- Are making critical money decisions based on marketing materials and miss information.
- Are in danger of running out of money in retirement.
- Are allowing excessive debt to destroy them and their families.

This lack of financial awareness, along with the financial illiteracy epidemic places a HUGE growing amount of pressure on families and friends, employers, nonprofits; as well as the ultimate safety net the state and federal government. This is not just a U.S. epidemic it's an international one and requires immediate attention now.

This again creates another huge opportunity for financial service professionals to share some of their knowledge as a community service and at the same time introduce yourself to others that require your services.

Practice Growth Expectations

Despite the numerous headwinds expressed within this report, more than three fourths of respondents (77.3%) expect their firms to grow in 2019, including nearly three in ten (28.0%) that expect their firms to grow by 10-percent or more in 2019. While overall growth prospects have not changed much since, 2018, when economic concerns were less pressing, the percentage of respondents expecting robust growth in 2019 (i.e. 10% or more) is significantly lower than it was at this time a year ago. As was the case last year, three in four respondents (78%) expect their **peers' firms to grow** over the next 12 months as well, but only one in eight (12%) who expect their peers to grow by double digits over the same time period. ***In other words, advisors are nearly four times as likely to project double-digit growth for their own firms (48%) as they are to project double digit growth for their peers (12%).*** This outcome signals a possible "shrinking of the pie" for the advisory profession as a whole.

Q11 Please describe the extent to which you expect your firm to grow (or decline) over the next 12 months

	2019	2018	Percentage point chg
Expect to grow this year	77.3%	82.4%	-5.1

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Overall more than three in four advisors (77.3%) expected their firms to grow in 2019, down slightly from 82.4% in 2018.

  However, as shown in the chart below, the growth expectations were fairly conservative compared to this time a year ago.

	2019	2018	Percentage point chg
Grow 10% or more	28.0%	48.5%	-20.5
Grow 1% to 9%	49.3%	33.9%	+15.4
Flat or declining revenue	22.7%	17.6%	+5.1

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Less than three in ten firms (28%) expected to grow by double digits in 2019—down significantly from 48.5% m 2018.
- Approximately half of respondents (49.3%) expected to grow by single digits.

	CPAs	CFP/Wealth Advisors	Attorneys	Insurance/ Planned Giving/Other	Business Owners
Grow 10% or more	21.1%	47.4%	0%	15.4%	20.2%
Grow 1% to 9%	51.2%	50.1%	57.2%	61.6%	38.8%
Flat or declining revenue	27.6%	2.5%	42.9%	23.0%	41.0%

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- CFP/Wealth Advisors were the most optimistic about their growth prospects in 2019.
- Attorneys and Business Owners were the least optimistic about 2019.
- CPAs, Insurance pros and Planned Giving Officers were the professionals most likely to expect single-digit growth.

Q12 Please describe the extent to which you expect peer firms of comparable size and client makeup to grow (or decline) over the next 12 months

(Select best single answer)

	2019	2018	Percentage point chg
Grow 10% or more	**8.5%**	8.7%	-0.2
Grow 1% to 9%	71.6%	60.8%	+10.8
Flat or declining revenue	19.9%	30.3%	-10.4

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

Expect industry growth of 10%-plus (rising tide lifts all boats)

	CPAs	CFP/Wealth Advisors	Attorneys	Insurance/ Planned Giving/Other	Business Owners
Our firm	20.8%	47.4%	0%	46.2%	20.0%
Our peers	6.4%	15.8%	0%	15.4%	0%
Multiple	3.3x	3.0x	NA	3.0x	NA

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Most professionals said their own firms were 3x more likely than their peers to achieve double-digit growth in 2019.
- CFP/Wealth Advisors, Insurance Pros and Planned Giving Officers were more optimistic than other professionals about achieving double-digit growth in 2019.
- Attorneys were the most pessimistic.

Expect industry growth overall

	CPAs	CFP/Wealth Advisors	Attorneys	Insurance/ Planned Giving/Other	Business Owners
Our firm	72.3%	97.5%	71.4%	80.8%	60.1%
Our peers	82.4%	84.2%	57.2%	77.0%	65.0%
Multiple	0.9X	1.2X	1.2X	1.1X	0.9X

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Most professionals said their own firms were only slightly more likely than their peers to grow in 2019.
- CFP/Wealth Advisors, Insurance Pros and Planned Giving Officers were more optimistic than other professionals about achieving growth in 2019.
- Business Owners and Attorneys were the most pessimistic.

Q13 To what extent are the following communication channels effective for enhancing your status as a thought leader?

(Select best answer for each row)

In the chart below, you can see how firms that are expecting strong growth are more likely than their less optimistic peers to find value in speaking, publishing and media coverage. You'll also see how firms expecting flat or declining growth are more likely to rely on social media and other tactics that don't require as much time, thought or mental heavy lifting.

*% of firms considering selected Thought Leadership tactics to be **"very"** or **"extremely" useful***

THOUGHT LEADERSHIP TACTIC	Firms Expecting > 10% growth	Expecting single-digit growth	Expecting flat or declining growth		*ALL FIRMS*
Public speaking and presentations	**66%**	**41%**	**53%**		*59%*
Writing articles for publication	**52%**	**48%**	**40%**		*48%*
Being quoted in the press	**48%**	**47%**	**40%**		*46%*
Authoring book/e-book	**45%**	**38%**	**34%**		*40%*
Producing webinars	**41%**	**38%**	**33%**		*38%*
Hosting client events	**39%**	**35%**	**36%**		*36%*
Producing videos	**32%**	**29%**	**17%**		*28%*
Publishing articles on LinkedIn	**24%**	**18%**	**25%**		*21%*
Blogging	**22%**	**21%**	**13%**		*19%*
Facebook	**10%**	**13%**	**15%**		*12%*
Twitter	**5%**	**9%**	**7%**		*7%*
Instagram/Snapshot	**< 1%**	**3%**	**7%**		*4%*

Source: CPA Trendlines, The Financial Awareness Foundation and HB Publishing & Marketing Company, LLC, 2019

More effective for high-growth firms
More effective for declining growth firms

Sure, writing speaking and working the press takes some time and effort. To make the process a little less daunting and time efficient, you can collaborate with other CPAs, attorneys and other advisors in your niche to help you to develop thought leadership material and spread out the workload. Collaborating with other professionals on an article or presentation is a lot like working on a client case together. It keeps you on task. It provides a wider perspective and it makes the process of authoring and presenting more enjoyable and a lot more applicable.

Q14 On average, how often would you say you contact your clients every month?
(Select single best answer)

FREQUENCY	Firms Expecting > 10% growth	Expecting single-digit growth	Expecting flat or declining growth		*ALL FIRMS*
< 1x or less per month	59.3%	59.2%	72.3%		*61.9%*
2-5x per month	33.9%	35.0%	27.7%		*33.3%*
6-10x per month	5.1%	1.0%	0%		*1.9%*
10x or more per month	1.7%	4.9%	0%		*2.9%*

Source: CPA Trendlines, The Financial Awareness Foundation and HB Publishing & Marketing Company, LLC, 2019

- Firms expecting to grow in 2019 communicate with clients more frequently than firms expect flat or negative revenue (see charts above and below)

Multiple client touches per month

FREQUENCY	Firms Expecting > 10% growth	Expecting single-digit growth	Expecting flat or declining growth		*ALL FIRMS*
2x or more	40.7%	40.8%	27.7%		*38.1%*

Source: CPA Trendlines, The Financial Awareness Foundation and HB Publishing & Marketing Company, LLC, 2019

One of the more important findings of this study is advisors' increasing reliance on frequent client communication. Nearly two in five respondents (37.9%) say they are **communicating with clients multiple times per month** (up from 35.5% at this time a year ago)—and nearly twice as many are communicating with clients over six times per month.

Frequency of client communication	2019	2018	Percentage point chg
2+ times per month	37.9%	35.5%	+2.4
6+ times per month	4.7%	2.5%	+2.2

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

Q15 Which of the following best describes the size of your firm, practice or business?

(Select single best answer)

Size of Firm	
Sole practitioner	********************************34%**
2-5 professionals on staff	****************************32%**
6-10 prof'l on staff	********9%**
11-50 prof'l on staff	**************** 18%**
Over 50 prof'l on staff	*****7%**

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Roughly one-third of respondents (34%) were sole practitioners.
- Another third of respondents (32%) worked in small firms of 2 to 5 professionals.
- One in ten respondents (9%) worked in firms of 6 to 10 professionals.
- One fourth or respondents worked in firms with 11 or more professionals on staff.

Q16 Which of the following best describes your business or profession?

(Select single best answer)

Respondents by profession	
CPA/Accountants/Tax Advisors	**58%**
CFP/Wealth Advisor/ Financial Advisor	**************************29%**
Business Owner	****7%**
Attorney	**3%**
Planned Giving/Insurance	**3%**

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Roughly three in five of respondents (58%) described themselves as CPAs, Accountants of Tax Advisors.
- Nearly three in ten respondents (29%) described themselves as CFPs, Wealth Advisors or Financial Advisors.
- One in seven respondents were Business Owners, Attorneys, Planned Giving Officers or Insurance Professionals.

Q17 Which of the following do you consider core offerings for your firm or practice?

(Select up to 6 of your top services)

Tax Planning	**80%
Retirement Planning	***************************************46%
Estate & Gift Planning	**************************************43%
Comprehensive Financial Planning	******************************35%
Asset Management	*****************************34%
Multi-Generational Planning	***********************26%
Charitable Gifting/Legacy Planning	*******************21%
Long Term Care Planning	**************15%
College Tuition Planning	************* 14%
Family Office Planning	************ 13%
Insurance/Risk Management	************ 13%
Investment Brokerage	*****10%
Real Estate Planning/Brokerage	*****9%
Pension/Retirement Planning	*****9%

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Four out of five respondents provide Tax Planning services to their clients.
- Nearly half of respondents provide Retirement Planning or Estate & Gift Planning.
- One third of respondents provide Comprehensive Financial Planning or Asset Management.
- One in four respondents provide Multi-Generational Planning.
- One in five respondents provide Charitable/Gift Planning.

Q18 Which of the following best describes your age?
(Select best answer)

Age 39 and under	*****6%
Age 40-49	************13%
Age 50-59	**************************************30%
Age 60-69	**35%
Age 70+	******************16%

**Total may exceed 100% due rounding*

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Half of respondents (51%) were age 60 or older.
- Nearly one third of (30%) respondents were in the 50s.
- One in five respondents (19%) we age 49 or under.

Q19 Which of the following best describes your family's financial status growing up?
(Select single best answer)

Lower Income or Poverty	***********11%
Working Class (non-professional)	***29%
Middle Class	**40%
Upper Middle Class	********************************16%
Highly Affluent	**********4%

Sources: CPA Trendlines; HB Publishing & Marketing Company, LLC; and The Financial Awareness Foundation, 2019

- Two in five respondents (40%) were raised in working glass or lower income households.
- Another two in five respondents described their upbringing as middle class.
- One in five respondents (20%) indicated that they were raised in upper middle class or highly affluent households.

About the Researchers

The Financial Awareness Foundation

We are a 501(c)(3) nonprofit organization, and our mission is to significantly help solve problems created due to a lack of financial awareness and financial illiteracy. We serve as a nonpolitical ‘financial awareness advocate’ for We The People - the general public, the financial service professionals and their organizations, nonprofits, educational institutions, municipalities, employers and the news media.

Most people are never taught the essential principles of smart money management and are provided with very little personal financial knowledge at home or school. This leaves them vulnerable to become victims in many of their everyday money decisions, which jeopardizes almost every aspect of their lives, including their health and well-being, financial security and any hopes of financial independence or even an adequate retirement.

Just in the US, we currently have more than 10,000 people reaching age 65 daily; many will run out of money before they die. This lack of financial understanding has created a problem for more than ½ of our adult population don’t have nor understand why they need an up-to-date financial, estate and gift plans to protect themselves and their families. And these problems are not limited to the US . . . they are worldwide.

That’s why 10 years ago we helped launch ***The Improving Financial Awareness & Financial Literacy Movement***. Our plan has not changed – we intend to touch everyone at least twice a year through the strategic campaign venues of ***Financial Literacy Month in April*** and six months later with ***Estate & Gift Planning Awareness Month***.

http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf

http://www.thefinancialawarenessfoundation.org/pdf/TFAF-Advisors-CanIncreaseYourBottomLine.pdf

You can visit our website at www.thefinancialawarenessfoundation.org to receive your FREE copy of ***The Personal Finance Publication Set*** – that includes money secrets and the essential principles to smart money management – the foundation to personal finance knowledge. These are very special empowerment tools, not a Do-It-Yourself-Kit. They encourage people to make better informed lifelong money decisions and use financial professionals & product providers to get the best results from time & money.

Organizations and individuals are never required to financially support The Financial Awareness Foundation in any way. They do not pay any marketing or membership fee, or make a contribution in order to participate in the important improving financial awareness and financial literacy movement, campaigns and programs. And we develop and distribute high quality materials at ‘NO Cost’. But as a 501(c)(3) nonprofit organization, financial support and contributions are always welcomed and very much appreciated.

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HB

HB Publishing and Marketing Company, LLC is a hands-on content marketing and business development firm serving wealth advisors, CPAs, estate attorneys, insurance professionals and related trade associations. The firm helps clients optimize their thought leadership status, their profitability and their clarity of vision.

Unlike most creative agencies, HB is as comfortable with numbers and financial statements as it is with words and images. ***Unlike most creative agencies***, the firm not only helps clients create stellar content for thought leadership and marketing purposes—it helps monetize content through syndication, advertising and sponsorship.

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