

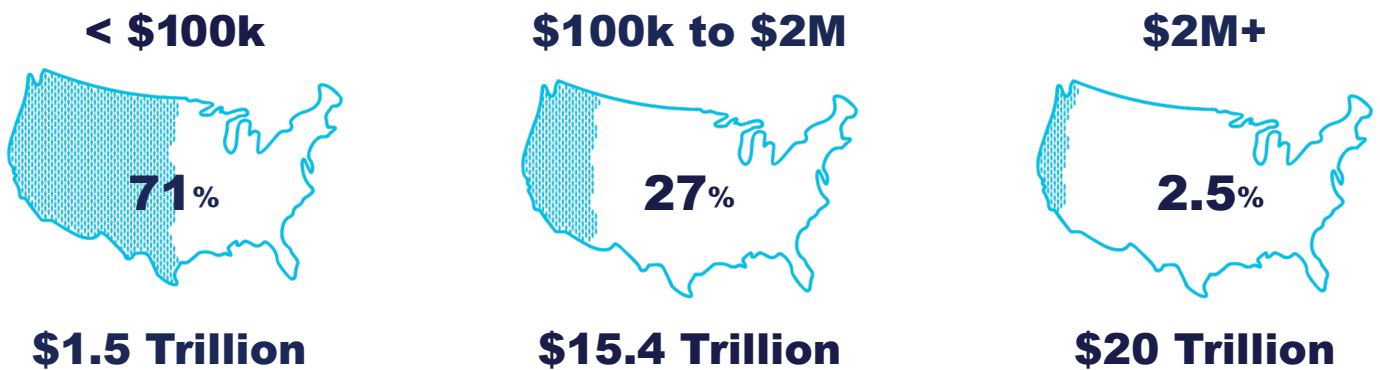
Planning for the Financial Life Cycle

The financial life cycle includes the full range of client needs, from the most basic and automated to the most complex and hands-on.

Plans will need to adapt over time, no matter where clients are in the financial life cycle. As clients' needs evolve and their situations become more complex, their financial plans should grow with them. Advisors should be prepared to adjust the focus at each stage to ensure the plan remains appropriate for the client's risk tolerance, age, and goals.

Growth Opportunity for Advisors

Using a single platform that covers the full spectrum of planning needs enables advisors to engage clients across all wealth segments in planning relationships throughout their financial lifecycle. As highlighted by the numbers below¹ there is significant opportunity across all wealth stages for advisors looking to grow their books of business.



Foundational Planning



Early Accumulators

- Clients start to build a foundation for a strong financial future.
- Significant life events may include entering the workforce, paying down student loans, getting married, buying a home, and having children.
- Keeping income in step with expenses is a struggle, but it's important to lay the groundwork for retirement saving now.



Mid-Career Accumulators

- At this stage, earnings rise, but so do financial demands.
- Clients may change careers or grow their family.
- Clients are concerned with covering college expenses while also increasing their retirement savings.

Advanced Planning



Pre-Retirees

- Before winding down professionally, clients start restructuring assets to reduce risk and increase income.
- By this point, mortgages are usually paid, and children are independent.
- This is the time to evaluate retirement plan distribution options and the tax consequences of investments.



Retirees

- Client concerns include legacy considerations, estate planning, and having adequate medical insurance.
- Once clients stop working, their focus shifts from wealth accumulation to income preservation.
- In this stage, the goal is to help clients enjoy their desired lifestyle.

eMoney offers full spectrum planning capabilities so you can serve your clients throughout their financial lifecycle, all through a single platform. Visit www.emoneyadvisor.com or call us at 888-362-4612 to schedule your free trial today.

¹ Source: 2017 Cerulli Advisor Study