

Building your practice for the future: Strategies for attracting Millennials

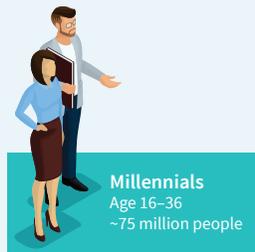
More than **\$30 trillion** in assets is projected to transfer from baby boomers to their beneficiaries over the next three decades. Putnam Investments' *Millennial Money* program is designed to help advisors understand the generation of investors born between 1980 and 2000, and the opportunity they present as prospective clients.

The Millennial Money program includes:

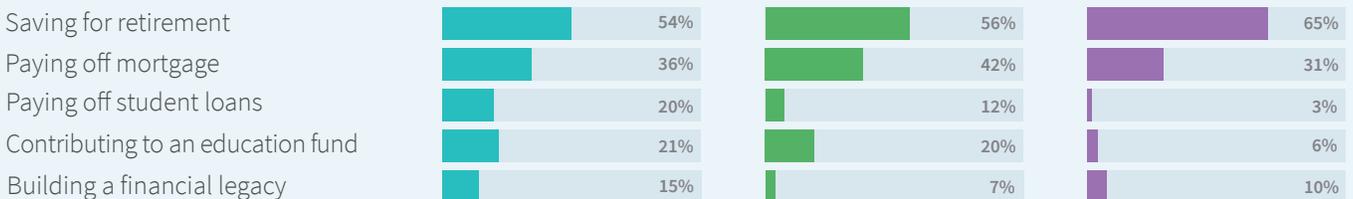
- Who are the Millennials?
- Why Millennials matter to your practice
- How to engage Millennials as clients
- Prospecting strategies and best practices

Who are Millennials?

They will soon be the largest generation



Their financial goals are similar to those of previous generations



They have more to invest than many believe

There are **15 million Millennials** with greater than **\$100,000** in investable assets.



Sources: Pew Research Center, 2016; National Public Radio, 2014; Transamerica Center for Retirement Studies, 2016; LinkedIn, 2015.

Millennials can help advisors achieve three major goals: retaining existing assets, gaining net new assets, and embracing change.

Putnam has resources to help you prospect, engage, and retain the next generation of clients.

 Advisor goal	 Millennial opportunity	 Putnam resources
Retaining existing assets	As aging clients pass on their wealth, focus on strengthening your relationships with their heirs.	Expert guidance on how to engage all generations in family-wealth discussions.
Gaining net new assets	There are 15 million Millennials with greater than \$100,000 in investable assets. These are potential clients in need of wealth-building strategies.	Social media and technology training to engage with Millennials. Prospecting strategies and best practices from our <i>Millennial Money</i> presentation.
Embracing change	Millennials are tech savvy and appreciate firms whose values align with theirs. Use innovative technology and build a diverse team with whom younger clients can relate.	Thought leadership on industry developments and changing attitudes about financial advice.

To request a *Millennial Money* presentation and to learn more about the future of client prospecting through social media, contact your Putnam consultant at 1-800-354-4000.

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Putnam Investments | 100 Federal Street | Boston, MA 02110 | putnam.com

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