



Prepare your financial practice for the future

Learn why and how you should connect with millennials now.

Consider your opportunity with millennials

They represent a huge market

72.8 million

millennials make this the largest generation in the United States.¹

They're very good at saving money



82% of millennials are putting money away for retirement savings account.

They're not as comfortable with investing



Stocks are the top long-term choice for just 17% of millennial investors.

They want the help you can provide

84%

84% of millennials say they want financial advice.⁴

¹U.S. Census Bureau, 2017 National Population Projections Datasets

²"The Simple Reason Millennials Are Saving More for Retirement", Abigail Abrams, Money.com August 2017

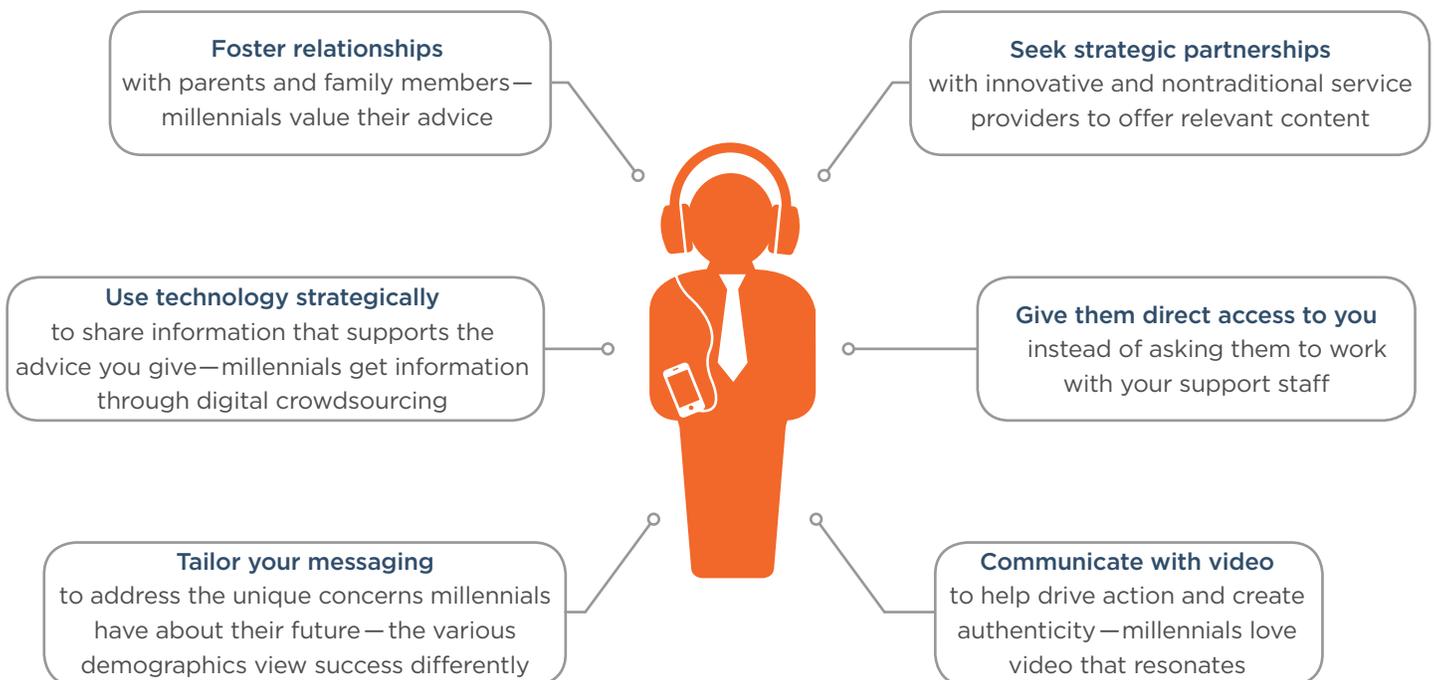
³Bankrate's Financial Security Index, July 6-9, 2017

⁴"Millennials and wealth management: Trends and challenges of the new clientele," Daniel Kobler, Felix Hauber and Benjamin Ernst, Deloitte

Six ways to connect with millennials

You can see that millennials need and want the financial help you can provide, but building relationships with them can be a challenge. The same events that helped make them financially conservative — the financial market crisis and housing crash — also left them with a distrust of financial institutions.

When you understand this, you realize how important it is to be deliberate in the way you approach millennials.



Adapted from Edelman, "Six Ways Financial Services Firms Can Reach Millennials," March 2016.



To learn more about working with Millennial investors, contact your Nationwide mutual funds wholesaler.



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MFM-2422AO.1 (07/18)