

It's time to have legacy planning conversations with your clients.

Why is legacy planning important?

There's a huge intergenerational wealth transfer on the horizon, and it's important to plan ahead. Without taking the initiative to discuss legacy planning with clients, financial professionals are at risk of losing assets under management.

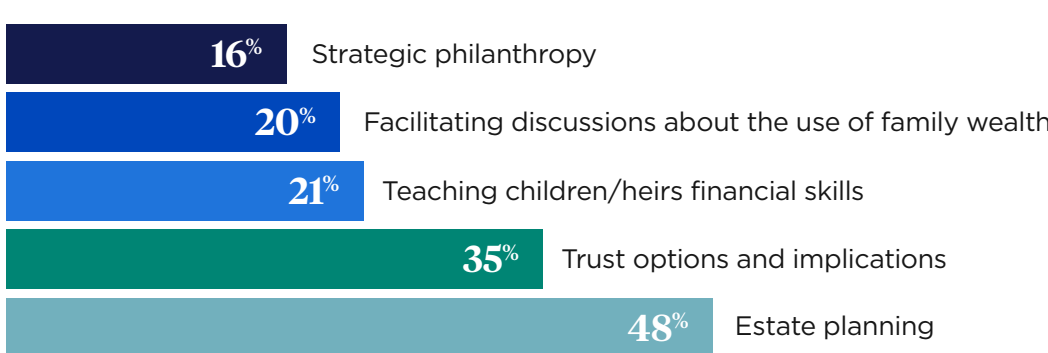


87% of affluent investors report not using their parents' financial professional.¹



70% of women switch their wealth relationship to a new financial institution within a year of their spouse's death.²

High net worth individuals have expressed interest in discussing the following legacy planning topics with financial professionals³:



Enhancing the level of client trust in your relationships can set you up for successful legacy planning conversations. An important pathway to building trust is empathy.

Legacy planning with compassion

Across all demographic groups recently surveyed to determine which factor is most impactful in driving trust, the greatest is empathy.⁴

“Performing empathy” drives greater trust among your clients and can make the difference for your business. Performing empathy is key to:

- Enhancing client trust
- Deepening client relationships
- Retaining clients and assets
- Differentiating yourself within an increasingly commoditized industry

The Nationwide Retirement Institute® supports you as you work with clients on estate planning.

We have extensive resources available to help you respond with a deeper understanding of client wishes and family dynamics. We can help you with topics such as **Aging with dignity** and **Bridging generations through estate planning**.

Aging with dignity

You have unique insights into the understanding of your clients' goals and objectives. You've helped your clients prepare for retirement, and it is a logical extension to help them plan for aging. Practicing empathy can help you get to a point where you can say confidently to clients:



- “I see and understand how you see the world”
- “I see and understand who you are”
- “I see and understand who you want to be”

This may sound like:

“Is it important to you that your children keep the family home?”

OR

“How do you want to address your personal care needs?”



Bridging generations through estate planning



What is estate planning?

Distribution of a client's assets via wills, trusts and other means to reduce costs and tax liabilities while respecting the client's wishes

By leading with empathy, addressing aging and helping clients plan for their estates, you can help bridge generations. It gives you the opportunity to maintain current business or even expand your business to the next generation.



Take the lead in legacy planning

Legacy planning helps both your client and the extended family, and helps you retain and grow your business. Learn more and start using our Nationwide Retirement Institute resources at [NationwideFinancial.com/Legacy-Essentials](https://www.nationwidefinancial.com/legacy-essentials).



¹ “U.S. Retail Investor: Inheritance,” Cerulli Associates (2Q 2019).

² “Women Shall Inherit the Power of the Purse,” Blair Duquesnay, [fa-mag.com/news/women-inherit-the-power-of-the-purse-45001.html](https://www.fo-mag.com/news/women-inherit-the-power-of-the-purse-45001.html)

³ 2018 U.S. Trust Insights on Wealth and Worth study.

⁴ “Advisor Trust,” conducted by Socratic Technologies Inc. on behalf of the Nationwide Retirement Institute (2019). The survey was conducted online within the United States during August 2019, among 1,807 adults ages 18 and older.

This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

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NFM-20452AO.1 (07/22)