

Growing Wallet Share: Get to Know These 5 Types of Clients

A new way to identify the emotions and beliefs that drive client decisions about their money



New behavioral research from FlexShares discovered that there is no one factor driving clients' decisions to invest more money with their advisor. Instead, clients are motivated by a mix of beliefs and emotions. This helps categorize them into these five distinct personas.

By understanding the emotions driving client behaviors, you'll be better able to tailor strategies to win their trust — and ultimately a larger share of their wallet.

The Protector

10%
of the market

43%
of assets invested with primary advisor

Guiding principle:
Risk as little as possible

Trust level: **1**
(lowest)



Common traits:

- Skeptical
- Safeguards their wallet
- Wants lowest possible cost
- DIY investors

What to look for:

- Investing the minimum almost exactly
- Declining to share financial information
- Raising more questions and concerns than most clients

The Competitor

7%
of the market

60%
of assets invested with primary advisor

Guiding principle:
Foster competition among advisors

Trust level: **2**



Common traits:

- Performance-driven
- Plays advisors against one another
- Claims to allocate solely based on performance

What to look for:

- Anchoring on industry benchmarks
- Giving specific performance goals and shying away from planning conversations
- Asking for your thoughts on investments that they don't pursue with you

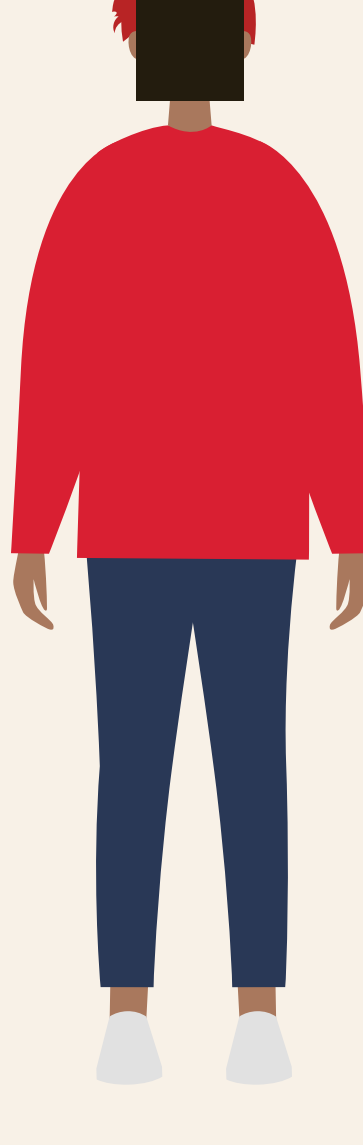
The Collector

22%
of the market

60%
of assets invested with primary advisor

Guiding principle:
Spread it out

Trust level: **3**



Common traits:

- Hates having all their eggs in one basket
- Collect multiple advisors to gain different perspectives
- Proud of having multiple advisors

What to look for:

- Exhibiting nervousness about their nest egg
- More knowledge about financial brands, products and services
- Asking your opinion about advice they received elsewhere

The Verifier

40%
of the market

76%
of assets invested with primary advisor

Guiding principle:
Trust but verify

Trust level: **4**



Common traits:

- Wants a consolidated solution
- Has some investment expertise
- Wants to establish a relationship
- Focused on the client experience

What to look for:

- Sharing information about the assets they have elsewhere
- Leaning toward planning conversations, oversight and long-term investing
- Seeking a personal connection and wanting to know that you're acting in their best interest

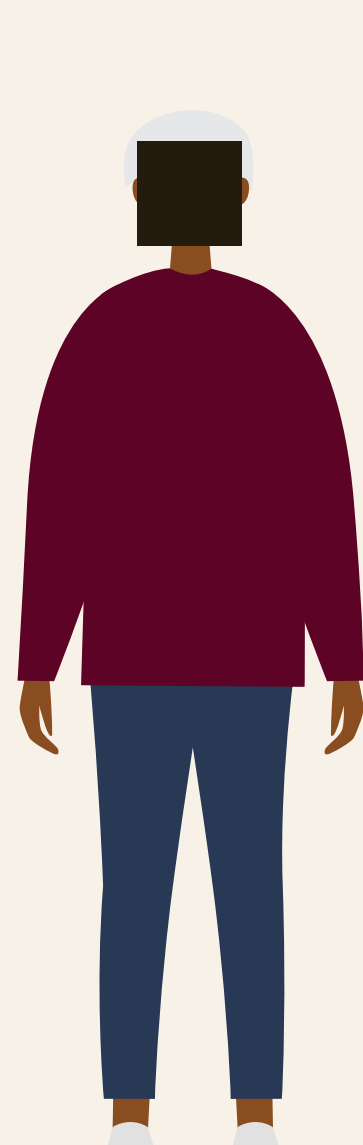
The Simplifier

28%
of the market

85%
of assets invested with primary advisor

Guiding principle:
Keep it simple

Trust level: **5**
(highest)



Common traits:

- Invests assets as a lump sum
- Little anxiety
- Lack of investment expertise
- Wants someone they like

What to look for:

- Asking frequent questions about how things will work
- Wanting you to take care of everything
- Appreciating the simplicity of having all assets in one place

Using personas to meet clients' emotional needs

The five personas offer insights into the emotions and beliefs that influence clients' decisions to allocate assets with an advisor. Understanding these emotions helps you develop stronger relationships that can lead to a greater share of each client's wallet.



Contact FlexShares to learn engagement strategies that work well for each persona.

IMPORTANT INFORMATION

Before investing, carefully consider the FlexShares investment objectives, risks, charges and expenses. This and other information is in the prospectus and a summary prospectus, copies of which may be obtained by visiting www.flexshares.com. Read the prospectus carefully before you invest.

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Please remember that all investments carry some level of risk, including the potential loss of principal invested. They do not typically grow at an even rate of return and may experience negative growth. As with any type of portfolio structuring, attempting to reduce risk and increase return could, at certain times, unintentionally reduce returns.