



Build a millennial-friendly practice and engage the future of wealth



Millennials make up 27% of the population.¹ They are the largest generation in Canada today, and they are the future of your business. You can establish an approach to attract and retain this next generation of Clients. In doing so, you can help ensure your business continues to grow.

Many millennials want to work with an advisor. These are the top 5 things they look for:



1. You give personalized advice
2. You're trustworthy
3. You take the time to educate
4. You meet their service expectations and communicate often
5. You're online

How millennial-friendly is your practice? Take this assessment and see how you demonstrate the qualities millennials are looking for.

Put a checkmark beside each statement that applies to you. Give yourself one point for each checkmark.



To provide personalized advice, I...

- listen more than I speak and ask probing questions
- show Clients I understand their unique situation and goals
- am flexible and adjust financial plans to Clients' needs
- focus conversations on milestones and life events – like weddings or children – that are relevant to the Client in front of me



To demonstrate trust, I...

- show Clients I care about their financial well-being
- convey that I respect Clients' values
- share personal, relatable stories that help me connect with Clients' experiences
- lead interactions with authenticity and transparency



To educate, I...

- look for opportunities to coach Clients
- take time to explain complex ideas, strategies and products in simple terms
- emphasize the planning and education components of my practice
- position myself as a trusted partner who can share in Clients' processes for making financial decisions



To meet service expectations, I...

- am accessible to my Clients and emphasize convenience and connection
- leverage technology
- communicate often and keep the lines of communication open
- Define and communicate my engagement process



My online presence...

- resonates with my generation
- has content or an approach that is relevant to millennial Clients
- is authentic
- adds value for Clients with useful content that isn't focused on sales



Total Score

Add up your total scores and multiply by 5 for a percentage.

Total Score (%) _____

Here's what your score says about how well your business can engage and retain millennial Clients:

0-30%

You risk not being able to attract new millennial Clients, and may struggle to retain current ones. It's a great idea to review your current business practices and look for opportunities to tailor your approach.

30-70%

Your practice has many elements that make it millennial-friendly. You have a few areas where you could improve. Look at the sections where you scored the lowest. Are there opportunities to build any of these elements into your practice?

70-100%

Your practice is millennial-friendly and you're well positioned to attract and retain the next generation of clients.

We're here to help. Reach out to your Sun Life Relationship Manager to review your results, or to learn more about tailoring your practice to this next generation of Clients. Get ready to engage the future of wealth.

