

How to make your numbers this year



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"Open Goal" Ideas for life, wealth, and savings players



New year. Fresh start. Time to do it all over again in terms of hitting those 2025 financial targets. With the starting whistle just blown and markets looking volatile, some ideas for how to pull away from the pack this year in attracting new customers and growing net assets:

Expand your field of play: As an industry we tend to focus almost exclusively on pensions, ISA's, and general investment accounts. But investments in these accounts are less than 20% of investable assets.

Go to where the money is: Baby Boomers and The Silent Generation have 2X the assets of Millennials. People 70+ have a collective £1.2tn in assets, the highest concentration of any age group in the UK.

Tap new flows: Look beyond corporate pensions and SIPP/ISA churn. Consumers have 6 other

sources of wealth and income to tap into, including interest and dividends; stock options and equity incentive plans; yields from investment properties; and DB pension income.

Target women: While there is a lot of talk about inter-generational wealth transfer, the real transfer is inter-spousal. Women are projected to control >50% of total UK assets by 2030.

Banish these terms: Decumulation. Retiree. Aging populations. Intergenerational wealth transfer. Mass affluent. 65+. At best, they are generalisations. At worst, they are just wrong. In either case, they prevent us from clearly seeing the opportunity posed by customer segments with vast pools of assets whose needs are not well met.

How many of these ideas are already baked into your plans for 2025? How many could be?

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