of Americans say when it comes to financial advice, they would trust a financial advisor more than their friends.

Regarding communication, customization and content, Americans would be more likely to trust the advice of human financial advisors who:

- Tailor their clients’ financial plans based on the economic cycle, policy shifts and trends.
- Regularly recommend relevant content to their clients.
- Have an up-to-date website.
- Check in with their clients frequently.
- Clearly understand their clients’ financial objectives and make recommendations to help reach them.

Americans would be more likely to trust advisors who display the following emotional intelligence characteristics:

- Put client needs before theirs.
- Listen to and acknowledge client needs.
- Proactively reach out to touch base on client needs.
- Follow through on their word.
- Show they care about a client as a person.
- Communicate in an easy-to-understand way.

Trust spans generations:

- Baby Boomers (ages 55-73)
- Gen Z (ages 18-22)
- Millennials (ages 23-38)
- Gen X (ages 39-54)

Money goals = life goals

- Feel less stressed about their finances
- Feel protected from tumultuous financial periods
- Have no regrets about their finances
- Spend time in a meaningful way
- Feel accomplished in their career
- Feel closer to their family
- Cross items off their bucket list
- Improve their health

82% of those surveyed working with a human financial advisor would help us to pursue a better wealth life.

Survey Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of MDRT from February 11-13, 2020, among 2,031 U.S. adults ages 18 and older, among whom 526 work with a human financial advisor. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Carrie Kaniecki.