



EVERYDAY WEALTH IN AMERICA

2024 REPORT: The Intersection of Life and Money

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OVERVIEW

There's no question that the economic and social pressures Americans have faced in recent years continued to mount in 2024. Some of that pressure stems from a tension-filled election environment. Politics aside, money issues still loom large as a top source of stress for individuals and families. We know this to be true: inflation challenges our household budgets, interest rates have homeowners feeling trapped, and growing credit card balances jeopardize our long-term financial security.

These heightened money issues also underscore a critical truth: decisions on matters such as how to save for a seemingly distant retirement, or how much to comfortably put down on a new house, or even when to nudge adult children out of the nest, are not just financial choices – they're deeply personal life choices. Understanding how Americans navigate these issues is critical for developing financial planning strategies to effectively guide their decisions.

For the third consecutive year, Edelman Financial Engines has explored the crossroads of life and money in its *Everyday Wealth in America* study.

The research covers a wide range of topics, including attitudes about wealth and financial security; specific obstacles like the current housing market and escalating consumer debt; and expectations around inheritance and generational wealth matters, to name a few.

Similar to the first two editions, this latest research reinforces how financial professionals can play an important role in addressing unmet planning needs, and what types of financial goals feel out of reach without the support of an expert. These insights help create a roadmap for advisors and financial planners to help clients confront the issues that burden them, building on what they've already accomplished and setting a course for the future they want.



ABOUT THE STUDY

The 2024 *Everyday Wealth in America* research was conducted for Edelman Financial Engines by Greenwald Research. Information was gathered through an online survey of 3,008 Americans who were at least 30 years old, from June 12 to July 3, 2024.* The total sample included an oversample of 1,500 “affluent” respondents between the ages of 45-70, with household assets between \$500K-\$3M, and currently working with a financial professional or open to doing so.

Data was weighted to correct for the affluent oversample and was also weighted by household assets, age, gender, race, and education to reflect the broader national population. If randomly conducted, the survey would have a margin of error (at the 95% confidence level) of plus or minus 1.8 percentage points. The study was also blinded, with respondents not aware that the research was sponsored by Edelman Financial Engines.

References to year-over-year comparison or prior results represent comparisons to the 2022 and 2023 *Everyday Wealth in America* studies. The 2023 study surveyed 2,022 Americans from Aug. 28 to Sept. 8, 2023. The 2022 study surveyed 2,011 Americans from Aug. 30 to Sept. 7, 2022.



*Note on survey timing and political events: the Biden-Trump presidential debate on June 27 took place while the survey was in progress. However, significant events like the assassination attempt on Trump (July 13), Biden's withdrawal from the race (July 21), and the Trump-Harris debate (September 10) occurred after the survey concluded. While this report captures the heightened anxiety Americans felt at the time of the survey, these developments could further amplify public concern and stress about the political landscape and the 2024 election.

HIGHLIGHTS FROM 2024

58%

58% of Americans believe that earning at least \$100K annually is necessary to avoid worrying about everyday living expenses, while 25% believe it takes a salary of at least \$200K.

22%

22% of Americans have made financial decisions in anticipation or response to an election, with 1 in 10 (10%) already doing so this year alone.

36%

36% of all homeowners (and 49% of homeowners under age 50) feel stuck in their current home due to interest rates.

49%

Nearly half (49%) carry debt month to month on their credit cards and of those who do, the median amount of debt held is \$7,000, while 21% have debt exceeding \$20K.





HIGHLIGHTS FROM 2024

37%

37% of Americans desire a retirement lifestyle that looks different from previous generations. The most popular of these differences is a retirement that allows them to be more active (42%) and adventurous (39%).

27%

More than a quarter of social media users (and 42% in their 30s) said they believed financial advice or information on social media that turned out to be false or misleading. Two in 10 (19%) have even fallen for this type of content multiple times.

21%

Only 21% of Americans say they've revealed how much they earn to their friends and just 16% are open about how much debt they owe.

32%

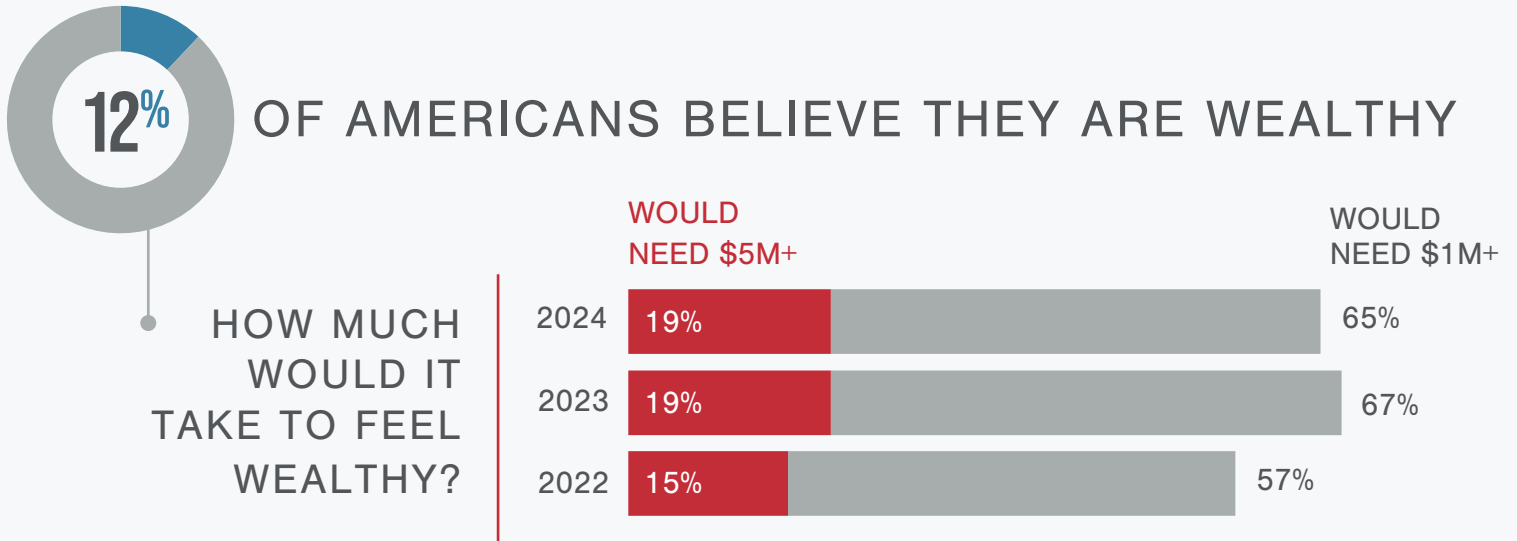
Only a third (32%) of Americans believe children should be out of the house by age 21 and only 24% say children should be fully financially independent by that age.

01: THE HIGH BAR FOR WEALTH IN AMERICA

SIX FIGURE SALARIES NEEDED JUST TO COVER LIVING EXPENSES

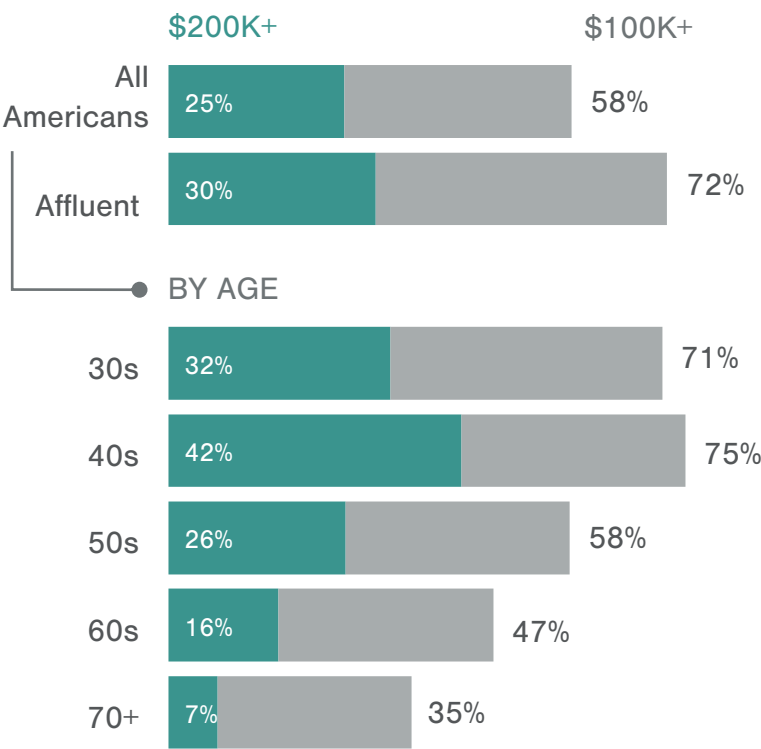
Few Americans see themselves as wealthy. Only 12% identify this way in 2024, and that figure has changed little in recent years (14% in 2023, 12% in 2022). Last year, inflation also raised the bar on the amount of money people believe they need to feel wealthy. That pressure remains: among those who believe they fall short of being wealthy, 65% believe they would need at least \$1M (vs. 67% in 2023) and 19% think at least \$5M is necessary (vs. 19% in 2023).

The economy has also made it a tall order to not stress about making ends meet. Six in 10 (58%) Americans believe you need to earn at least \$100K a year to not worry about everyday living expenses, and a quarter (25%) believe a salary of \$200K+ is required. Those under 50 are especially likely to believe a high income is required for people their age.



SIX FIGURE SALARY THRESHOLD

Annual income needed for a person to not worry about everyday living expenses



02: WHAT KEEPS US UP AT NIGHT?

POLITICAL WORRIES ARE SURGING IN 2024

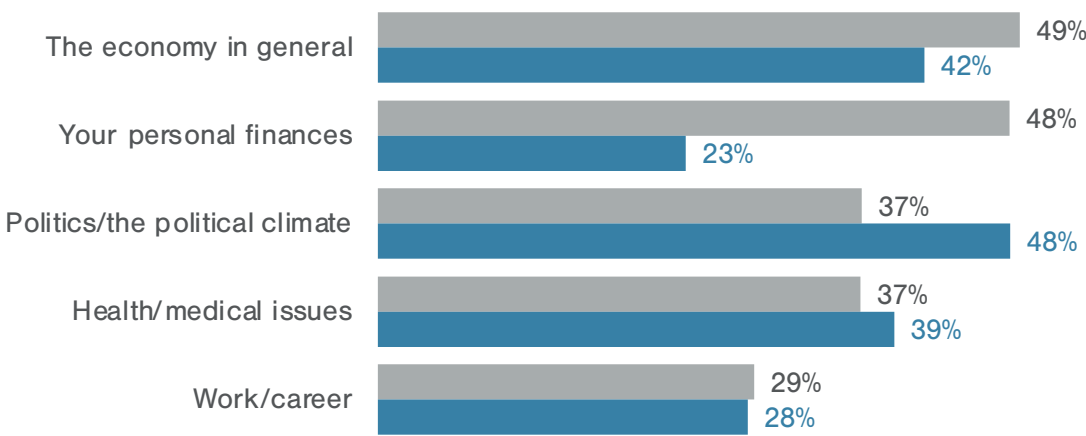
For the past two years, inflation has been *the* dominant concern across America. Even in 2024, it remains at the forefront of Americans’ minds: nearly 9 in 10 (86%) list it as a concern. But the story this year, as an unprecedented presidential election unfolds, is the growing anxiety Americans have about politics.

A similar 86% of Americans are worried about the current political climate (up from 80% in 2023). Additionally, 80% identify the potential outcome of the 2024 election as a concern this year, up from 73% who were already thinking about it in 2023. Fears about a reduction to Social Security and the potential for global conflicts and crises are also on the rise.

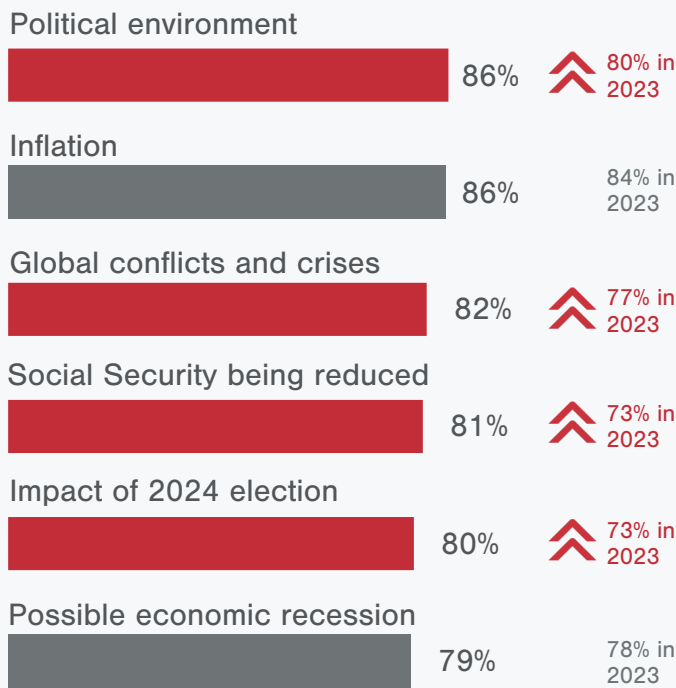
Despite these trends, however, financial issues (related to both personal finances and the economy in general) remain the leading source of stress for Americans by a large margin.

TOP 5 BIGGEST SOURCES OF STRESS

■ All Americans
■ Affluent



TOP CONCERNS



TOP CONCERNS FOR THE AFFLUENT

- 1 Political environment (89%) 90% in 2023
- 2 Inflation (81%) 87% in 2023
- 3 Global conflicts/crises (81%) 80% in 2023

03: ELECTIONS CAN INFLUENCE OUR DECISIONS

FINANCIAL PROFESSIONALS CAN HELP REDUCE EMOTIONAL REACTIONS TO POLITICS

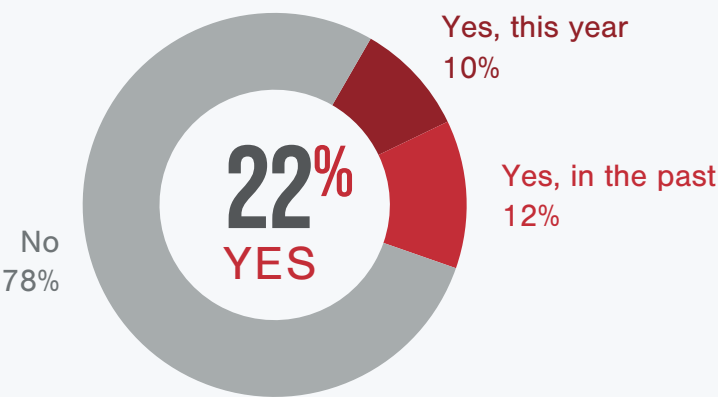
The growing political anxiety in the U.S. has real implications for Americans' finances. Nearly a quarter (22%) say they have made financial decisions in anticipation of, or in response to, the results of an election. In fact, 1 in 10 (10%) Americans report already doing so in the first half of 2024 in anticipation of the presidential election.

In most cases, these actions are precautionary and conservative: the most common moves are to cut spending, delay a major purchase, or to increase savings. Four in 10 (40%) of those who took an action this year say they have cut

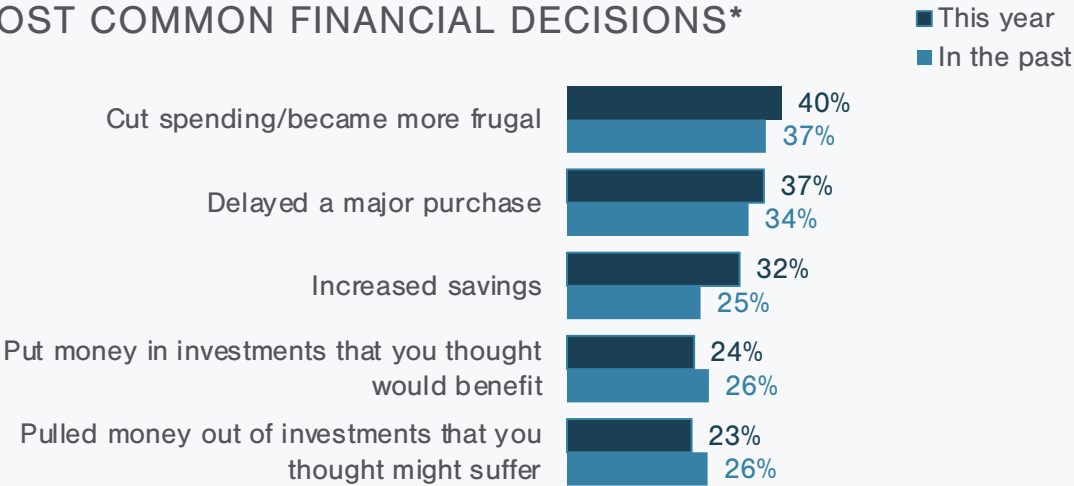
spending in the lead up to the election and more than a third (37%) have postponed a significant purchase.

For others, election concerns can even influence investment decisions. Just this year, a quarter (24%) of those who have acted say they put money in an investment they thought would benefit from the election's outcome, and a similar proportion (23%) pulled money out of certain investments for the same reason.

HAVE MADE FINANCIAL DECISIONS BASED ON A POLITICAL ELECTION



MOST COMMON FINANCIAL DECISIONS*



*Among those whose financial decisions were influenced by the political environment this year or in the past



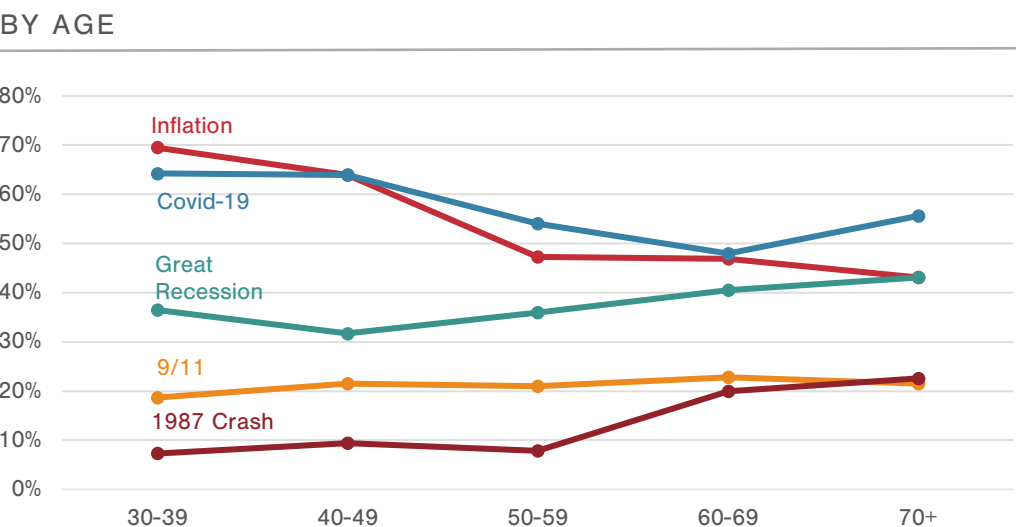
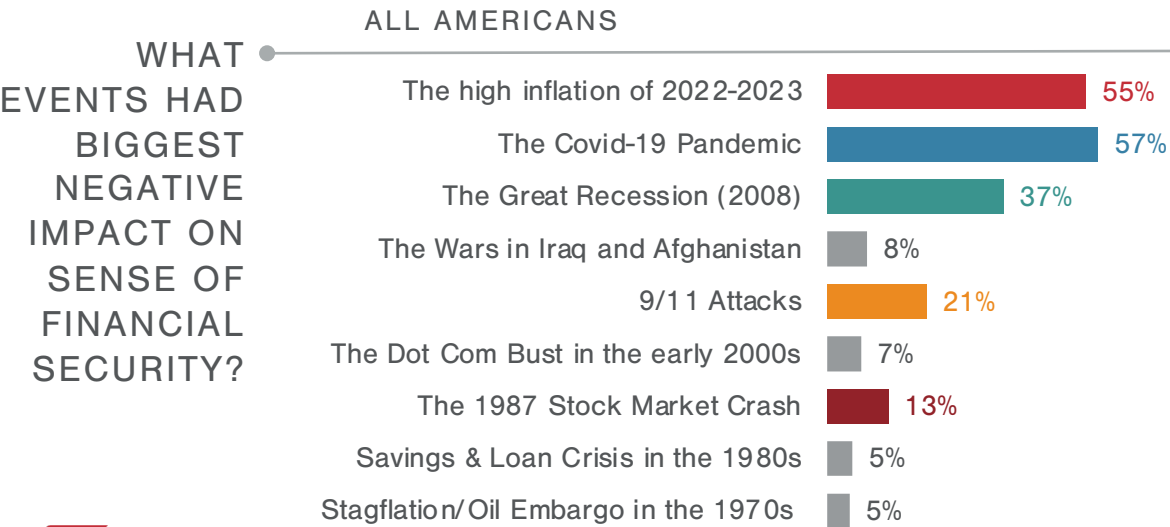
04: OUT OF SIGHT, OUT OF MIND?

RECENT INFLATION AND THE PANDEMIC HAVE HAD THE GREATEST IMPACT ON OUR FINANCIAL SECURITY

Beliefs we have about our own financial security are often shaped by the historical and economic events we live through. Interestingly, when you ask Americans about the moments that made the biggest impression on them, most focus only on the recent past: the high inflation of 2022-2023 and the Covid-19 pandemic are by far the most common choices. Even the 2008 Great Recession (arguably the most impactful economic event of them all) is a distant third.

This isn't just an outcome of generational differences, either. Even among those in their 70s who experienced all of these events as adults, choices like the 1987 Market Crash (23%) or the 9/11 attacks (22%) are overshadowed by the pandemic (56%).

This perception of recent events helps explain why Americans view the 2020 decade as being much more difficult than the previous three decades. In comparison to the 2010s, 44% say there are fewer financial opportunities now (vs. just 24% who say the opposite).



05: HOMEOWNERS IN LIMBO

INTEREST RATES AND PRICES LEAVE FEW OPTIONS FOR AMERICANS

With interest rates on mortgages at a 20-year high, the housing market continues to be a major frustration for Americans in 2024. Nearly three-quarters (72%), including 81% of those under age 50, are concerned about current rates.

This makes buying a home difficult, and it also leaves current homeowners reluctant to move on from the relatively low mortgage rates they secured years ago. In fact, 1 in 3 (36%) homeowners say that they feel stuck in their current home due to interest rates. This feeling is even more acute for younger homeowners, who may find themselves unable to move out of a starter home. Half (49%) of all homeowners under age 50 feel stuck.

More broadly, a quarter (25%) of Americans say they're unable to live where they want due to financial concerns, and 1 in 5 (21%) believe they can't afford to buy their preferred house (or renovate the one they're in).

Because of these challenges, as many as 4 in 10 (41%) would relocate to another state entirely in order to save money. For those in their 30s, 56% feel willing to move across state lines, while nearly half of those in their 40s (44%) and 50s (46%) would consider it.

1 IN 3

Homeowners feel stuck in their current home due to interest rates



49% Among those under 50

4 IN 10

Would be willing to relocate to another state to save money



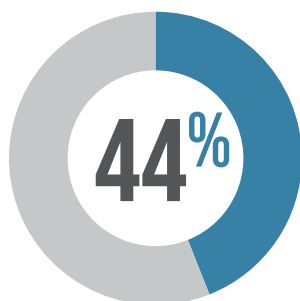
06: THE THREAT OF DEBT: CREDIT CARD WOES

MANY AMERICANS HAVE TENS OF THOUSANDS OF DEBT ON CARDS

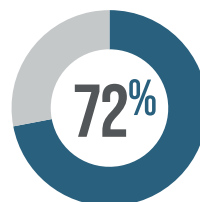
It's hard for Americans to find their footing in an economy plagued by high inflation, and some respond with actions that can result in even greater hardship. For example, 21% say the recent economy has led them to withdraw money from their emergency savings, 20% took on more credit card or loan debt, 13% purchased something using a "buy now, pay later" service, and 10% have had to borrow money from family and friends.

Credit card debt remains most prevalent and problematic: 44% of Americans see credit card debt (versus other types of debt) as the biggest threat to their ability to build wealth (in 2023, 39% said this). Among the nearly half (49%) who say they carry a balance each month, the number is even higher, with 72% believing it's their greatest threat.

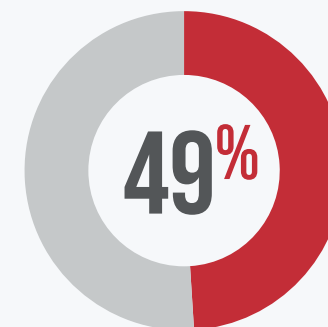
How bad is credit card debt in America? It's no surprise that almost all Americans (93%) have credit cards; and roughly half (51%) have three or more. The bigger issue is that half (49%) also carry debt on those cards. Among those who do, the median amount is \$7,000, while 43% owe \$10K or more, and 21% owe \$20K or more.



Of Americans believe credit card debt is biggest threat to building wealth

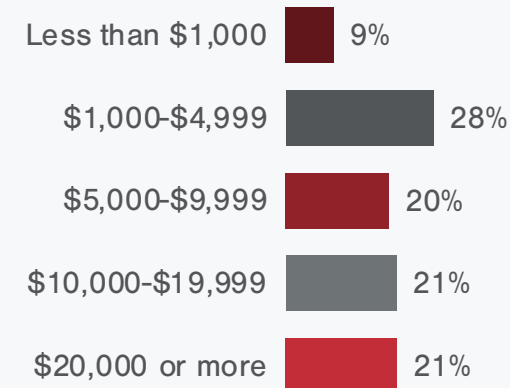


Among those who carry CC debt now



Of Americans carry debt on their credit cards

HOW MUCH CREDIT CARD DEBT? (OF THOSE WHO HAVE ANY)



07: NOT YOUR GRANDPARENTS' RETIREMENT

NEW ASPIRATIONS ARE CHALLENGING OLD STEREOTYPES

Americans' vision for their retirement is shifting. More than a third say they want their retirement to look different from prior generations (37%). This is especially true of those in their 30s (46%).

What does "different" look like? Many are seeking a more active (42%) and adventurous (39%) lifestyle. This contrasts sharply with retirement stereotypes of the past, where stability and relaxation were the primary goals.

Other aspirations also stand out, such as wanting a more minimalist lifestyle (26%) or being more nomadic and less tied to one location (24%).

Achieving these visions another story, however. While nearly two-thirds (65%) are at least somewhat confident they'll be able to afford the retirement they want, one-third (35%) see it as a challenge.

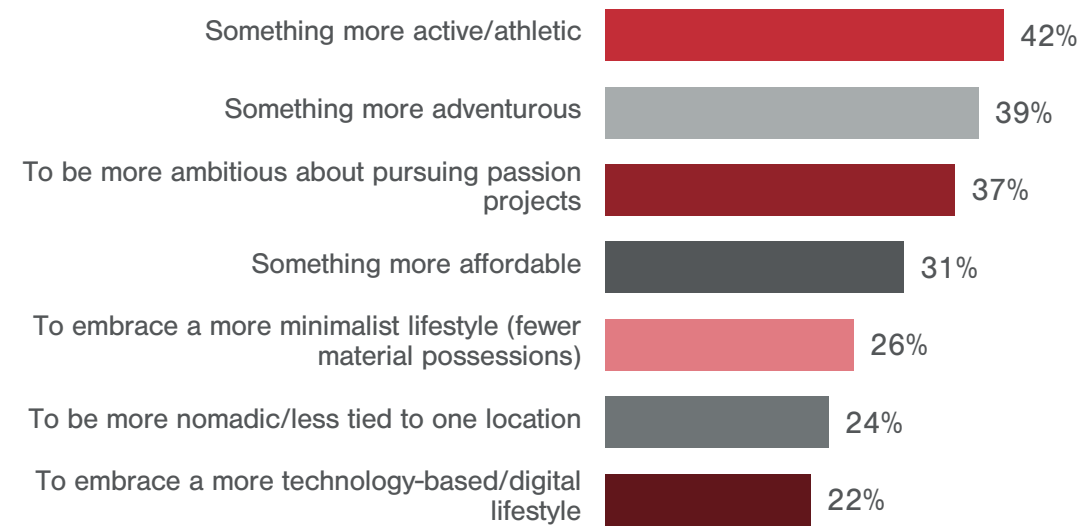
Despite a near consensus that "normal" retirement will be around age 67 or 68, not everyone expects to retire by that point. A third (32%) say they will never be able to "fully" retire and another 6% believe they won't be able to retire at all.

NEARLY 4 IN 10 AMERICANS [37%]



Want a retirement that looks different from that of prior generations

TOP WAYS AMERICANS WANT RETIREMENT TO DIFFER FROM PRIOR GENERATIONS*



*Among those who want a retirement that looks different

08: BEWARE – THE PHONY FINFLUENCER!

27% OF SOCIAL MEDIA USERS FALL FOR FINANCIAL MISINFORMATION, OFTEN MULTIPLE TIMES

Social media is nearly inescapable today: about 90% of the population uses it, with many (21%) spending over three hours daily. This constant exposure to curated lifestyles and consumerism can come at a cost.

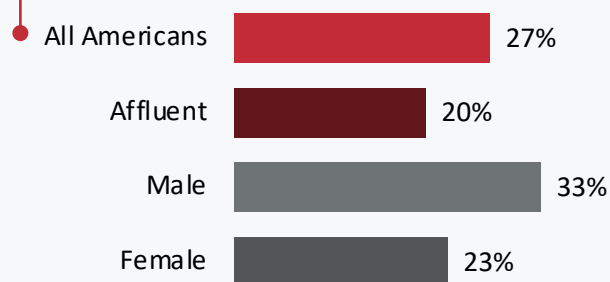
Over a quarter (27%) of users admit to spending more than they should due to the influence of social media, and 25% feel a growing dissatisfaction with their personal wealth after comparing themselves to what they see online.

More than a quarter (27%) report having believed misleading financial advice or misinformation circulating on social media. Younger Americans, who tend to spend the most time on these platforms, are particularly vulnerable: 42% of those in their 30s have fallen prey to bad advice, and 2 in 10 (19%) have been duped multiple times. Men are also more likely to believe misinformation online.

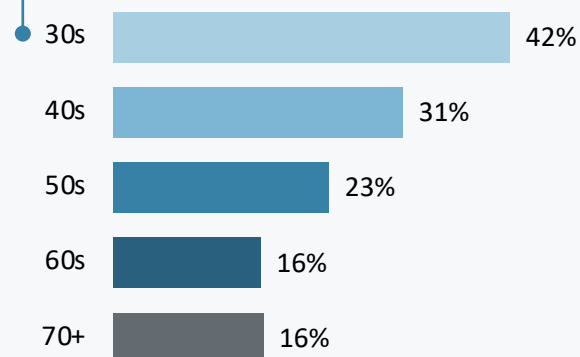
All of this demonstrates the perils of unverified financial advice in the digital age.

HAVE BELIEVED FALSE FINANCIAL ADVICE ON SOCIAL MEDIA*

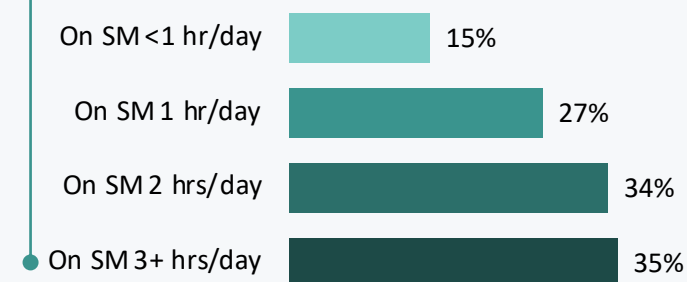
27% Of All Americans



42% Of those in their 30s



35% Of those on social media 3+ hours a day



*Among those who use social media

09: FINANCES ARE STILL A TABOO TOPIC

ONLY 1 IN 5 TALK TO FRIENDS ABOUT SALARY

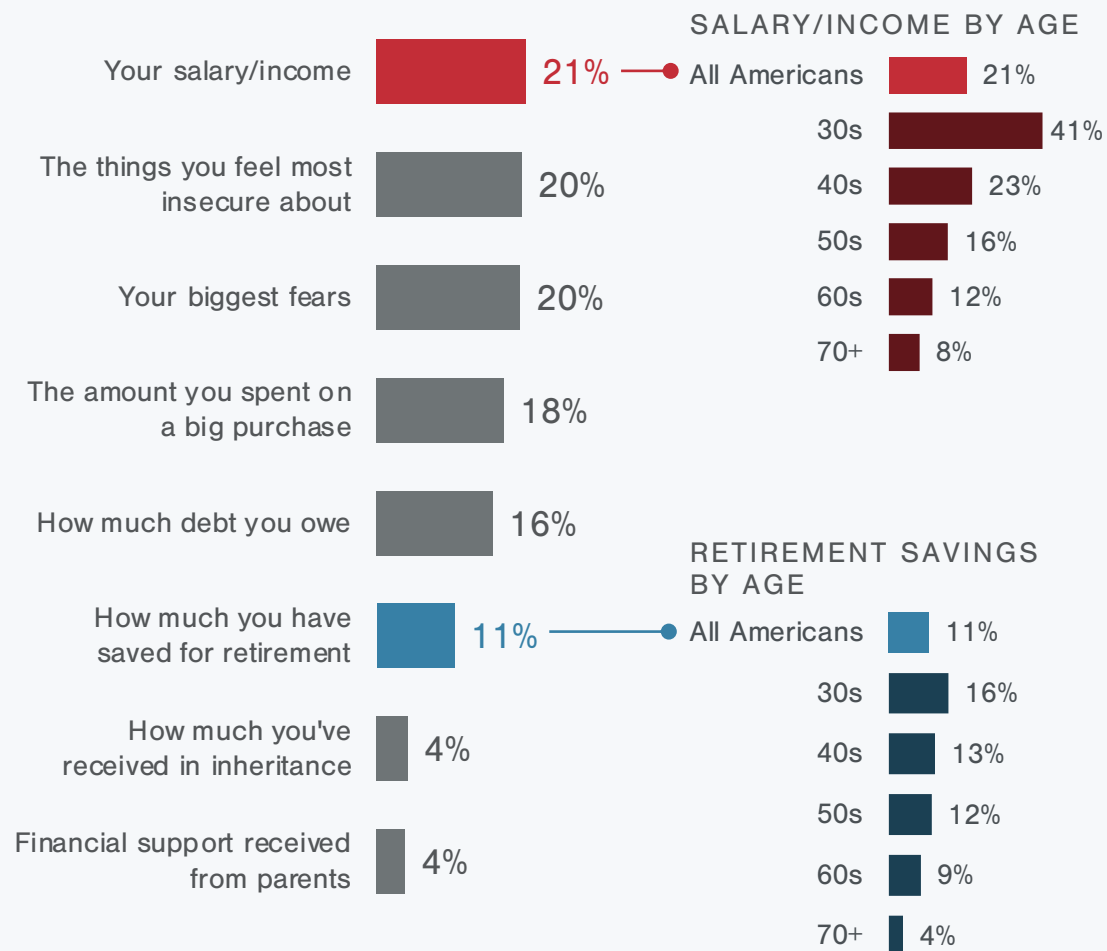
Americans may be addicted to oversharing online, but we're actually quite reluctant to talk about money. When asked what topics they've shared with friends, only 21% say they've revealed their salary, only 18% talk about how much they spend on big purchases, and just 16% are open about how much debt they owe.

To put this in perspective, about the same amount (20%) have opened up to friends about their biggest insecurities or fears and which tells us that our financial lives are equally difficult to talk about.

Younger Americans are more willing to talk to friends about their finances, but it's still a relatively taboo topic. Four in 10 (41%) in their 30s have shared their salary/income with friends, while only 12% of 60-year-olds and 8% of 70-year-olds can say the same. Even a topic like retirement savings, where discussion among friends could be helpful, goes essentially unspoken.

To explore a bit further, we asked Americans with debt whether they would reveal private, personal information on social media if it meant their debt would be instantly erased. Less than half (44%) are willing to disclose anything private, even for a significant payoff, while just 22% would share their financial details. Interestingly, Americans are more willing to reveal info about their own mental health than their financial health.

WHAT HAVE YOU SHARED WITH FRIENDS?



10: INSIGHTS INTO THE “CRYPTO CRAZE”

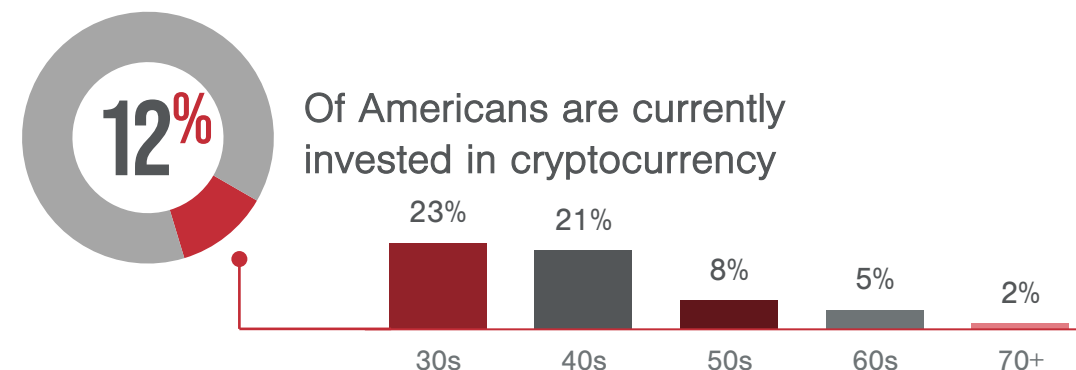
ONLY 12% CURRENTLY INVEST IN THIS ASSET CLASS AND MOST DON'T REGRET SITTING IT OUT

Cryptocurrency has been a trending topic over the last few years, but it still remains a relatively uncommon investment for most Americans. Only 12% Americans currently hold these digital assets, though this figure varies by age: for example, over 20% of those under 50 invest in crypto.

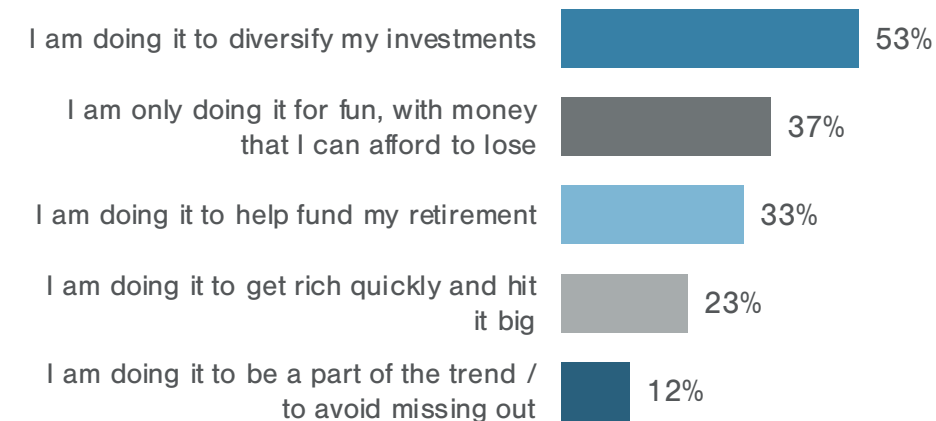
At this point, there's also no significant fear of missing out, as less than 2 in 10 (14%) Americans say they wish they were investing in it. Although this number does track a bit higher for younger consumers (23% of those in their 30s).

The primary concerns about cryptocurrency include not understanding it well (37%), uncertainty/volatility (33%), and security threats (15%) associated with digital wallets and exchanges. On the other hand, one of the main motivations cited for investing in cryptocurrencies is the potential for high returns (20%).

Interestingly, those who are investing in cryptocurrencies often do so with serious goals in mind: 53% are aiming to diversify their portfolio and 33% are trying to fund their retirement. The challenge is that these may not be ideal use cases for this emerging asset class, despite the perceptions.



WHY DO YOU INVEST IN CRYPTOCURRENCY?*



*Among those who are currently investing in cryptocurrency

11: DELAYED FINANCIAL “ADULTING”

FEW PARENTS EXPECT THEIR KIDS TO BE INDEPENDENT BY AGE 21

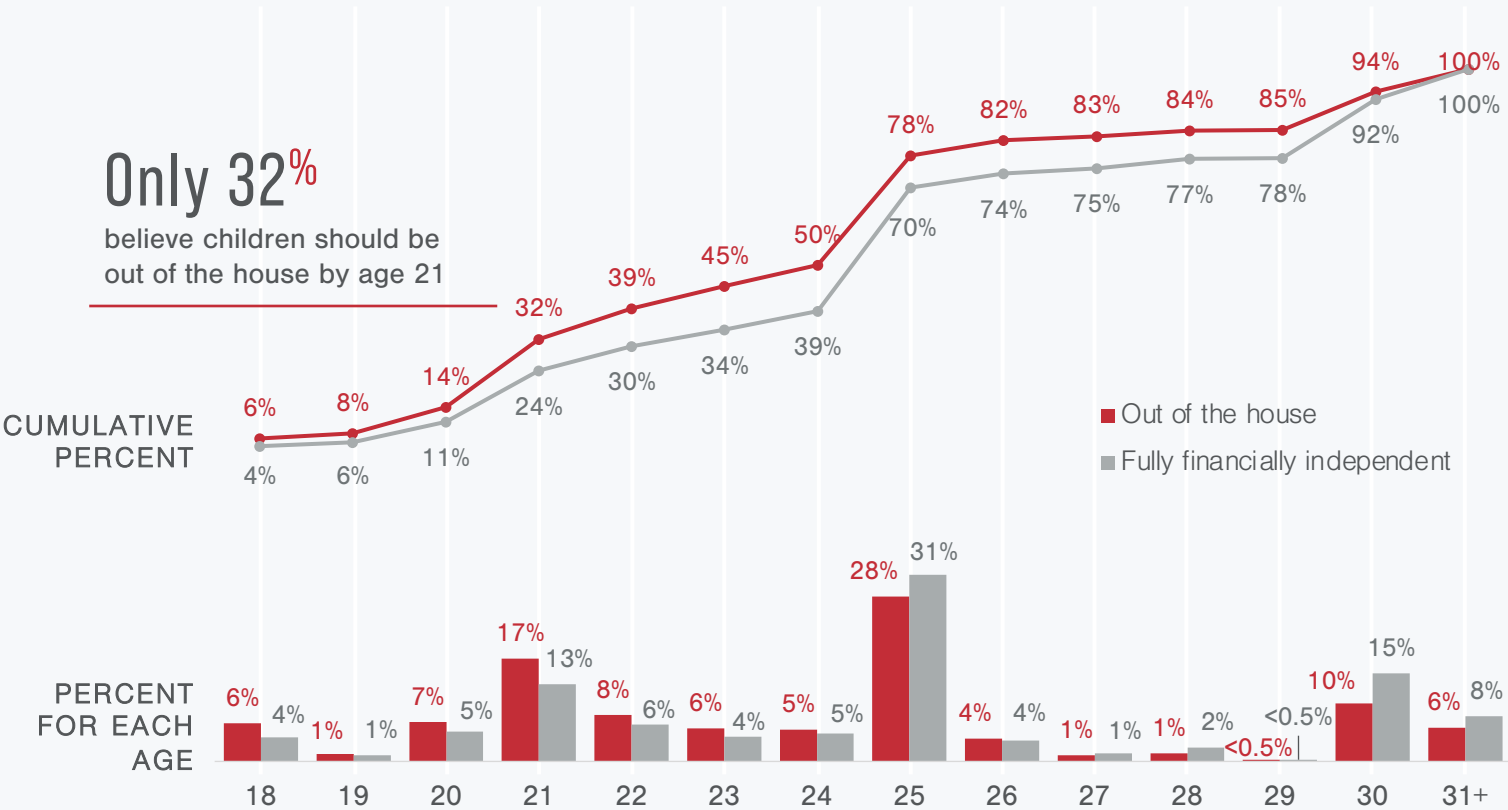
A sizeable number of parents (42%) provide financial support to their adult children in 2024.

This extension of the “nest” makes sense given that only one third (32%) believe children should be out of the house by age 21, while roughly one quarter (24%) say children should be fully financially independent by that age.

By about age 25, the expectations begin to rise as a clear majority (78%) believe children should be living on their own at this point, and 70% believe it’s time to disconnect from parental support.

For parents under 60 with adult children who have reached an age that they consider appropriate for independence, a significant number (37%) acknowledge that their children are still financially dependent.

AT WHAT AGE SHOULD ADULT CHILDREN BE OUT OF THE HOUSE AND INDEPENDENT?



12: GEN X FEELING “MORE SANDWICHED”

GEN X ARE MOST LIKELY TO BELIEVE THEY NEED HELP FROM FINANCIAL PROFESSIONALS

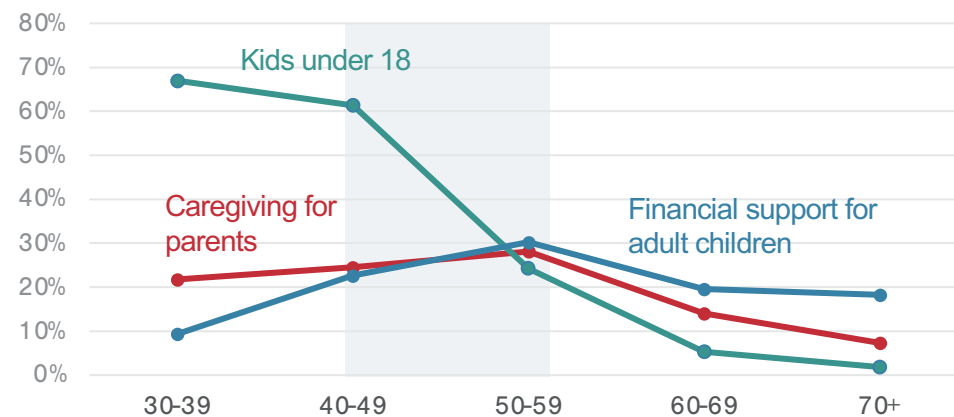
For those who are actively engaged in caregiving for parents or adult family members (20%), the impact can often be substantial. While 32% of caregivers do acknowledge that providing support can strengthen family bonds, more than one third say this responsibility results in increased financial strain (37%) and a reduction in their personal time (36%).

For many Gen X cohorts (those between the ages of 44 and 59) this can magnify the drain on their time and resources, as they juggle care for dependent children as well as their aging parents. This group is right now in the most intensely

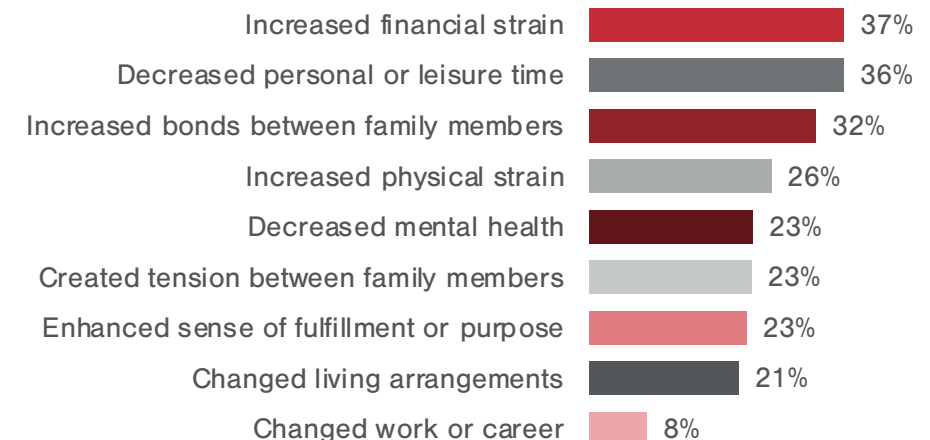
sandwiched phase of life, as they may be managing parental care, supporting adult children, and perhaps still raising kids under 18.

Given this pressure on Gen X, it's not surprising that a majority (54%) believe they need help from a financial professional to achieve their goals.

GEN X FACES SANDWICH CAREGIVING



COMMON IMPACTS OF CAREGIVING*



*Among those providing caregiving to parents/adult family members



13: SUCCESSION EXPECTATIONS

HOW MUCH OF AN INHERITANCE DO AMERICANS ANTICIPATE RECEIVING?

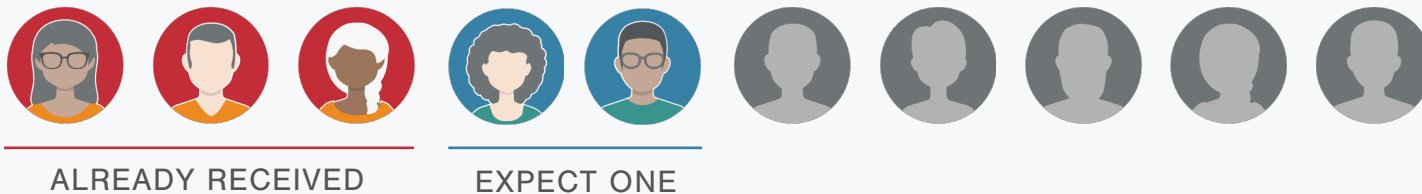
Half of Americans have either received an inheritance from their parents already (28%) or expect to receive one at some point (22%).

Expectations around the size of inheritances vary, although half (51%) expect it to be less than \$100K (the median amount expected is \$85K). For those who already received an inheritance, two-thirds (66%) say it was about what they expected or more. Only 12% say they received less than they anticipated. That said, parents have loftier ambitions for what they want to leave their kids. Those with plans of leaving an inheritance hope it will be more than double what their heirs expect, with \$200K being the median amount parents desire to leave.

Interestingly, conflicts over inheritances have decreased significantly in just the last year, going from 28% in 2023 to just 16%. Given this sizeable shift, perhaps better economic conditions may be taking some of the edge off the conversation.

5 IN 10 AMERICANS

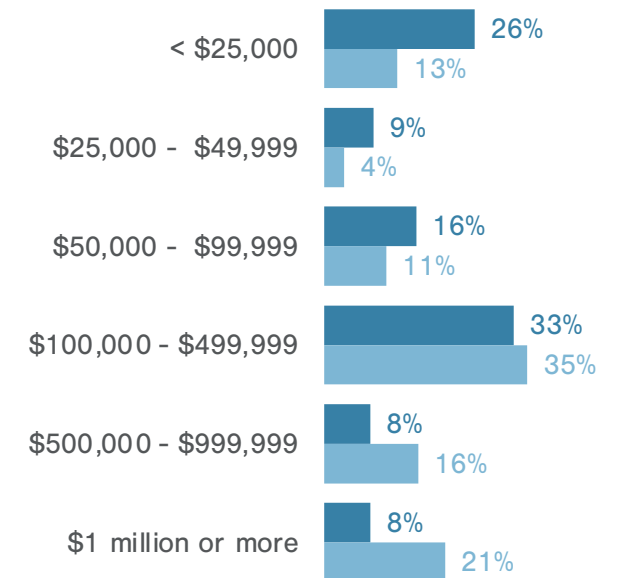
Have received an inheritance from their parents or expect to



HOW MUCH INHERITANCE IS EXPECTED VS. HOW MUCH PARENTS WANT TO LEAVE

■ Expected to receive from parents

■ Desire to leave for kids



14: HOW WOULD YOU SPEND A WINDFALL?

AMERICANS HAVE DIFFERENT SPENDING PRIORITIES DEPENDING ON AGE AND WEALTH

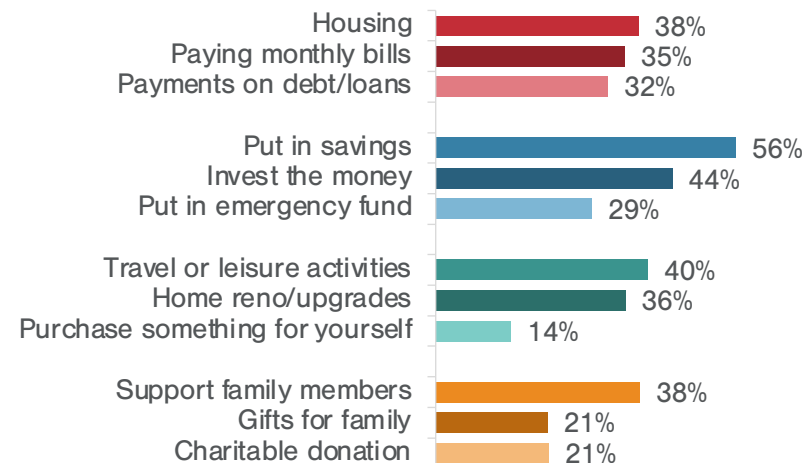
Whether or not you expect to receive an inheritance, what would you do with it? The answer can vary significantly depending on who you ask.

When asked how they would spend a windfall of \$100K, younger Americans tend to have more competing priorities (and more essential expenses) for the money, while older individuals tend to prioritize savings, with less related to housing expenses or supporting family.

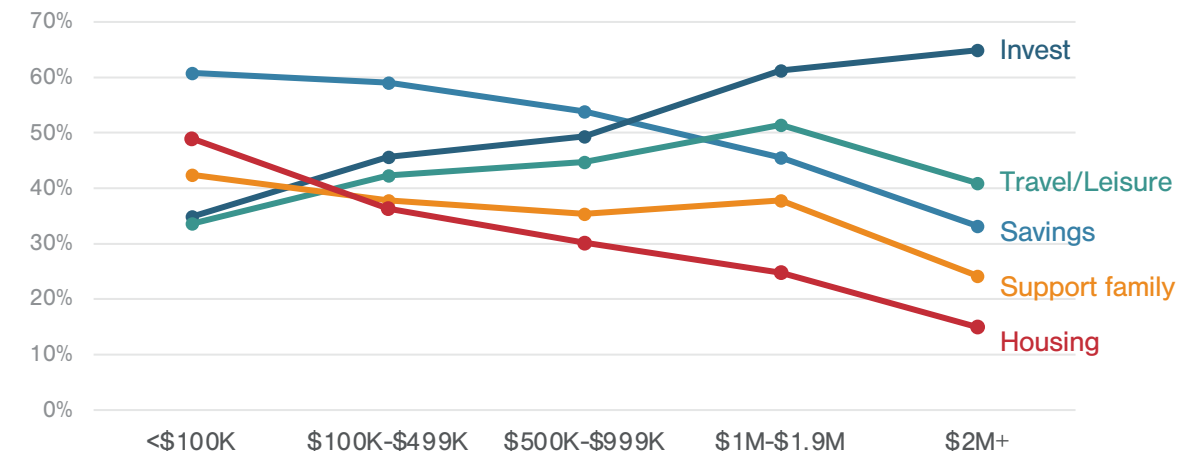
Younger Americans do still emphasize savings: more than 60% of those under 50 would save at least some of the money. Meanwhile, less than 20% of those in their 30s or 40s would use the money to purchase something for themselves (such as electronics or jewelry).

Not surprisingly, spending priorities also differ by wealth. Among those with less than \$100K in assets, 49% say part of the money would go to housing, 42% say it would help support their family, and 61% would put some in savings. Among the wealthiest Americans, the money is much more likely to be invested.

HOW WOULD YOU SPEND A \$100K WINDFALL?



TOP 5 RESPONSES BY CURRENT ASSET LEVEL



15: BETTER HEALTH OR GREATER WEALTH?

AMERICANS ARE DIVIDED ON HOW THEY RESPOND TO HYPOTHETICAL CHOICES

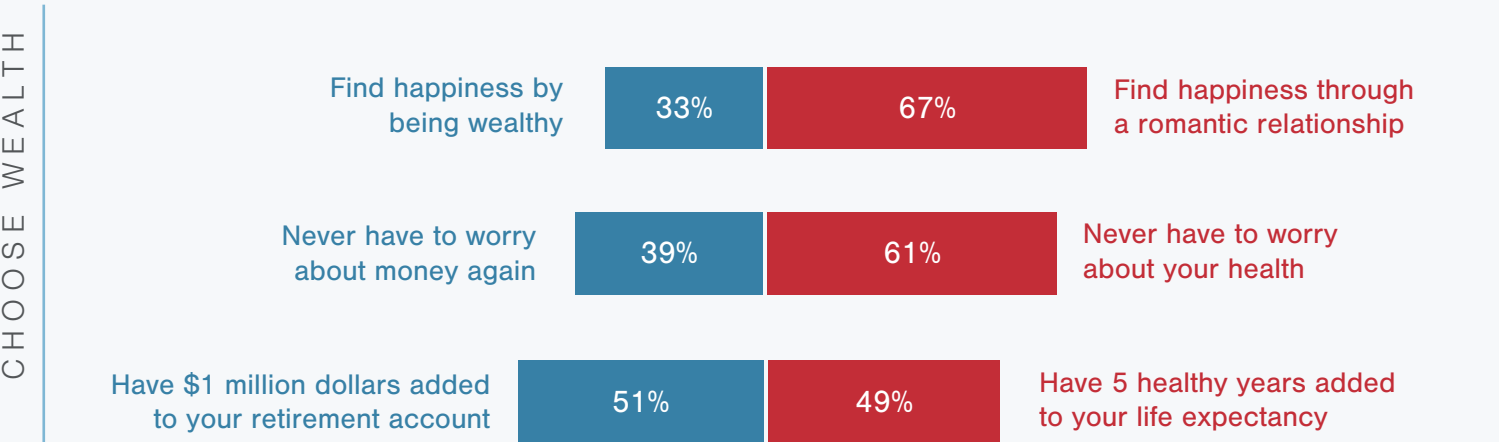
It's an interesting question – how do you value wealth versus health? When given a hypothetical choice, 51% would rather add \$1 million to their retirement savings than five more healthy years to their life expectancy.

When offered ten extra healthy years, 19% switch their preference to greater health, but it's clearly a hard decision.

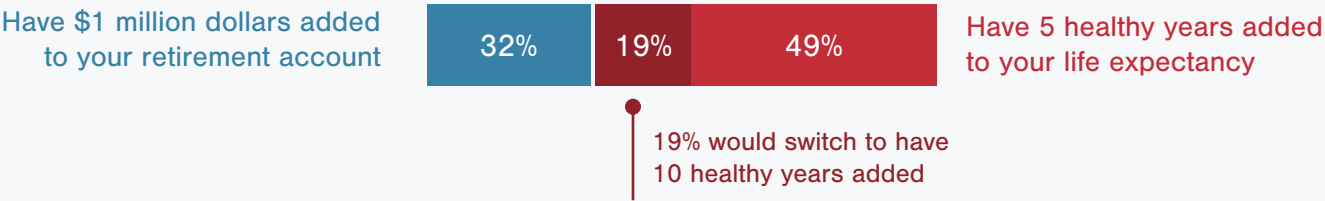
When posed with more abstract concepts, such as never having to worry about money again vs. never having to worry about health, more choose health.

Love also trumps money, as two-thirds would rather find happiness through relationships vs. wealth. Still, a third of all Americans would opt for wealth over romance (with many single people more likely to choose the money).

WOULD YOU RATHER...



WHAT IF 10 HEALTHY YEARS WERE OFFERED?



16: WHERE AND WHEN TO GET HELP

AMERICANS' INTEREST IN RETIREMENT PLANNING ON THE RISE

So how can people navigate the many different financial pressures and pitfalls they are facing? One way is by working with a financial professional, which can offer some clear advantages. For example, 74% of those who do work with an expert say they stress less about money as a result, and 60% believe professional guidance is essential to achieving their future goals.

Financial professionals can also help address specific needs at the right moments in time – some of which seem to have shifted this year.



For example, the desire for help on retirement income planning has risen dramatically, increasing year over year by 14 percentage points to 38%. Similarly, interest in financial plan development also went up 9 points (now 34%). Last year, perhaps as a response to inflation anxieties, the top unmet need was budgeting. While the need still exists, interest in these longer-term planning tasks seems to have spiked.

Even among advised Americans, more report a need for need for help on retirement income planning than they did in 2023.

TOP AREAS OF INTEREST AMONG THE UNADVISED

- 1 Retirement income planning (38%)  24% in 2023
- 2 Developing a financial plan (34%)  25% in 2023
- 3 Investment management (28%)  21% in 2023
- 4 Budgeting (27%) 28% in 2023
- 5 Debt management planning (26%)  20% in 2023
- 6 Tax guidance (25%) 22% in 2023

TOP AREAS OF INTEREST AMONG THE ADVISED

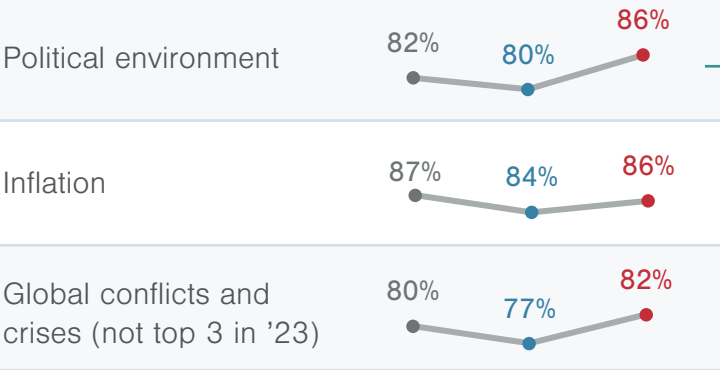
- 1 Retirement income planning (26%)  16% in 2023
- 2 Tax guidance (22%) 18% in 2023
- 3 Estate planning (22%) 19% in 2023
- 4 Healthcare/LTC planning (20%) 21% in 2023
- 5 Investment management (18%)  11% in 2023
- 6 Advice on Social Security/Medicare (17%) 13% in 2023



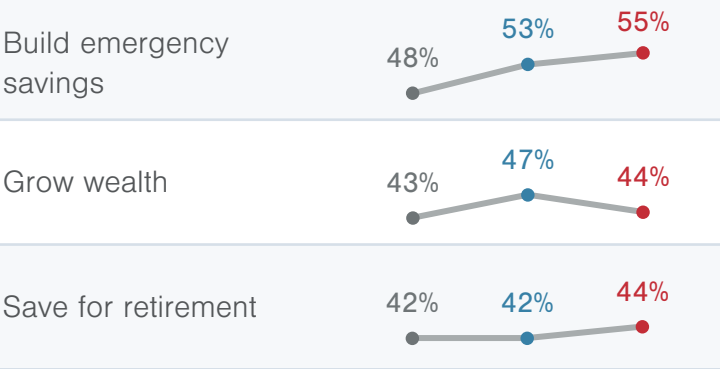
KEY TRENDS TO WATCH

TOP CONCERNS

2022 2023 2024



TOP 3 FINANCIAL GOALS



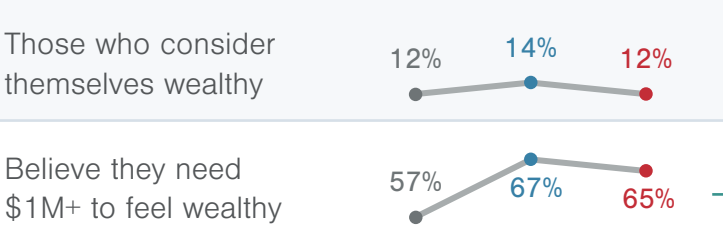
2024 INSIGHTS

RIISING CONCERNS
are most clear on issues related to politics and the election

TOP 3 GOALS ARE THE SAME
in 2024 as they were in 2023

ATTITUDES ABOUT WEALTH

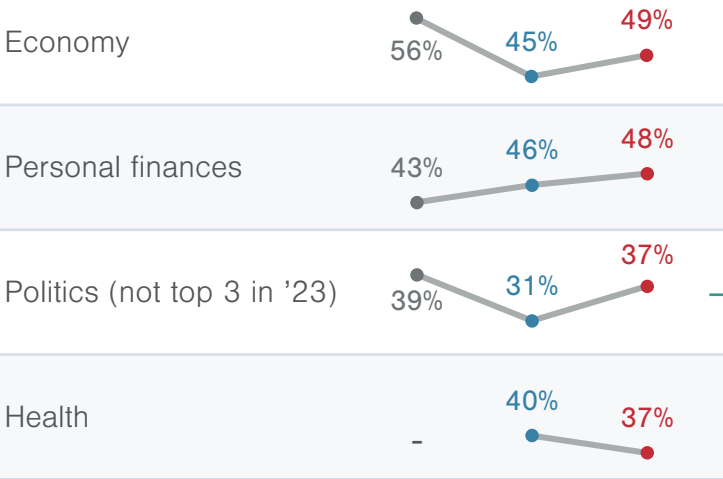
2022 2023 2024



2024 INSIGHTS

THE HIGH BAR
to feeling wealthy is unchanged

TOP STRESSORS



POLITICAL STRESS
is up, but still behind money issues

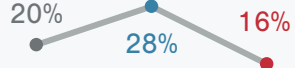


KEY TRENDS TO WATCH

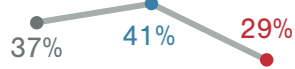
MONEY & FAMILY

2022 2023 2024

Say their parents' inheritance caused conflict



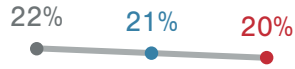
Have specific plan for leaving an inheritance



Parents providing financial support to adult kids

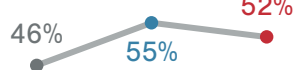


Providing caregiving to parents/adult family

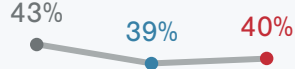


MONEY & RELATIONSHIPS

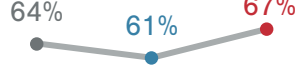
Fought about finances with partner



Partner is unaware of their entire spending habits



Agree with partner on retirement vision



2024 INSIGHTS

CONFLICT OVER INHERITANCE

has dropped noticeably, after having spiked in 2023

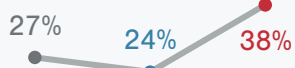
RELATIONSHIPS AND FINANCES

has changed very little over 3 years

TOP NEEDS FOR UNADVISED

2022 2023 2024

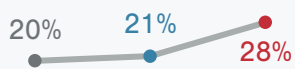
Retirement income planning



Developing financial plan



Investment management (not top 3 in '23)



Budgeting (not top 3 in '24)



TOP NEEDS FOR ADVISED

Retirement income planning (not top 3 in '23)



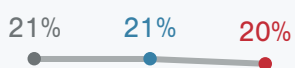
Tax guidance



Estate planning



Healthcare/LTC planning (not top 3 in '24)



2024 INSIGHTS

UNADVISED AMERICANS

desire help on retirement income planning and developing a plan

INCOME PLANNING

is a need for advised Americans as well





WHAT YOU SHOULD KNOW

- 1 Put an expert in your corner when life becomes challenging.** If one thing is clear, life and finances can get complicated in your 40s and 50s. Gen Xers know this all too well: financial and caregiving responsibilities come at you from multiple generations, homeownership stress and competing priorities abound, and the income needed to pay for everyday living expenses is at its peak. Having guidance from a professional at this stage can help keep you on track with your goals.
- 2 Consult a financial professional before acting on political fears.** It's not uncommon for investors to take some sort of action financially in anticipation of an election outcome. Most often, these moves are an expression of our anxiety, but there can be real consequences to bad investment decisions made from an emotional response. A financial professional can help you keep the big picture in mind.
- 3 Visualize your brand of retirement.** There's a strong desire among many people for a retirement that looks different from what their parents and grandparents experienced. Achieving this new vision is possible, but it requires being mindful about retirement lifestyle goals and intentional about working towards it.
- 4 Don't let scrolling impact your financial decisions.** As a society, we're spending more time online and on social media than ever before, and there's probably no changing that. But that shouldn't mean we let our guard down against the bad advice and misinformation that's out there. Younger generations are most susceptible to this content, so make sure to also encourage your kids to seek out guidance from qualified professionals instead of viral trends.
- 5 Break the taboo of financial conversations – for the right reasons.** Americans can be a contradiction—money issues are always on our mind, but we refuse to talk about it with family and friends. Conversations about how to save and how to deal with debt should not be as big a taboo as our biggest insecurities and fears. Find ways to spark a conversation or share experiences with friends about finances, goals, and strategies – we can learn a lot from each other. A financial professional can also be a critical resource to help facilitate important discussions with family members.

LEARN MORE OR CONNECT WITH A PLANNER

At Edelman Financial Engines, we believe everyone deserves to move their financial life forward. For more than 35 years, we've offered the tools and expertise to help make that possible.

No matter where your financial journey starts with us – from your first paycheck into and through retirement – we bring to bear an expert team, patented technology and a full suite of services designed to help you transition from one milestone to the next.

What are the next steps?

- 1 Connect with a planner.** Start by answering a few questions about yourself and your financial outlook.
- 2 Schedule your appointment.** An Edelman Financial Engines representative will contact you to schedule a time to meet in person – virtually or by phone.
- 3 Discuss your goals.** After a thorough conversation, you may have better insight into your financial situation relative to your goals.



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