EDITOR'S NOTE

Anthony B. Davidow

In this issue of *Investments & Wealth Monitor*, we focus on demographics—the demographics of our industry and the clients we serve. The financial services industry has long been dominated by mature white men and has lacked the diversity of the underlying investor base. Numerous studies have shown that clients tend to gravitate to advisors whom they can relate to, whether based on age, gender, ethnicity, religion, or life experiences.

We begin with two terrific articles that explore contemporary women and their wealth, "Women of Wealth: Unheard for Far Too Long," by Amy Hart Clyne; and "The Secrets to Earning a Female Investor's Trust—and Her Business," by Kim Sharan. Frequent contributor Anna Rappaport also shares compelling demographic information in "Financial Preferences and Priorities by Demographic Group."

IWI board member and frequent contributor Noel Pacarro Brown, and co-author Carole Robin, offer a unique perspective on the emotions of wealth in "Wealth in the Time of COVID: Context and Conversations for Successful Transition"; and Kate Beattie addresses "Longevity Risk: Plan for the Unknown." John Lin sheds light on a different demographic shift, advisor succession planning, with "Three P's for a Successful Advisor Transition."

Advisors today need to engage younger investors and expand their brands, which April Rudin addresses in "Social Media: Making the Professional More Personal." Nilesh Vaidya and Elias Ghanem advise about attracting the next generation in "Adjusting to a Changing Economy: Wealth Management Firms Expand Technology Frontiers to Capture New-Generation Investors." Cole Smead discusses the investment implications of the demographic shift in "Millennial Boom: Demographics Point Toward Economic Growth," and Phillip Toews addresses "Inflation's Corrosive Effect on Financial Asset Returns: Building Portfolios with Rising Rate and Inflation Contingencies."

And don't miss the Institute's latest research about trends in the delivery of wealth management services in "Defining Wealth Management: Knowledge and Service Capabilities Required for Today's Financial Advisory Practitioners and Wealth Management Teams."

Learn more about IWI's scholarship program, known as the THRIVE Initiative, at www.investmentsandwealth.org/certifications/scholarship-fund. And please join us at ACE Academy in Nashville, May 15–18. Hear from Ivy League professors and thought leaders, and network with peers.

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Editorial Advisory Board

EDITORIAL CALENDAR

MAY/JUNE 2022	JULY/AUGUST 2022	SEPTEMBER/OCTOBER 2022
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