



2026 Baby Boomer Field Guide

Born 1946–1964 | Ages 62–80 in 2026

Baby Boomer Profile

- **Raised by Greatest Generation / Silent Generation parents** —disciplined, rule-following households. Many Boomer's fathers were veterans.
- **Approximately 73 million people**; about 1 in 5 Americans
- **Parents to Millennials**; grandparents to Gen Z
- **Politically engaged**, civic-minded, accustomed to structure
- **Value relationships plus results**: want warmth and professional polish
- **Comfortable with financial professionals**; more likely than younger cohorts to already use advisors

Every generation has different preferences for how they like to interact with their financial professional. Knowing your client's preferences will help you serve them better and create long-term relationships.

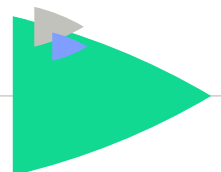




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Boomer Meeting Mindset

- **Expect structure, respect, and visible professionalism.** Arrive on time, greet them personally, use their preferred title (Mr., Ms., Dr. until invited otherwise), and provide a printed agenda in a neat meeting space.
- **Respond best when advisors are confident, not cocky.** Speak clearly, maintain eye contact, and present trade-offs without overselling or exaggerating outcomes. They want a partner, not feel like just part of a transaction.
- **Want to know you are experienced and trustworthy but dislike arrogance.** Share credentials and relevant client stories briefly, positioning yourself as capable without boasting.
- **Appreciate a clear agenda, visible preparation, and follow-through.** Review priorities up front, recap decisions at the end, and send a written summary with deadlines.
- **Lead with legacy.** Ask about the family or causes they want to impact and show simple tools like estate flow charts or gifting strategies.
- **Emphasize security.** Highlight income stability, healthcare coverage, and inflation protection rather than chasing high returns.
- **Respect formality.** Begin with polite greetings and proper titles, then mirror their preferred level of familiarity.
- **Balance history with future.** Acknowledge their past success while steering attention toward retirement income, longevity planning, and wealth transfer.





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First Impressions

> Attire

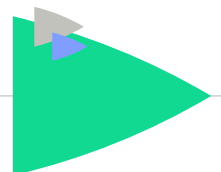
Baby Boomers have an image of how a financial professional should appear. If you and your client are not friendly and familiar from previous interactions, this is part of your first impression and first impressions count.

Business casual usually does the trick. Select a conservative blazer, earth-tone pants and leather shoes. Regionality matters in these decisions. The Deep South may be more conservative; the West Coast and Northwest may be less so. When in doubt, always go more conservative. Time and familiarity – and your proven performance – can allow you to go more casual.

> Office

Your clients aren't just buying investment strategies — they're buying your ability to bring clarity to a noisy, confusing industry. The first signal of that clarity is the environment you create for meetings.

- **Office environment:** Keep it neat and current. A cluttered desk or faded photos is not the image you want. If your office doesn't project order, meet in a conference room that does.
- **Show credentials wisely:** Boomers respect professional achievement, but they also dislike showboating. Display a select few certifications, designations, or awards in clear view. Let them notice naturally rather than drawing attention to them. Don't mention them unless asked.
- **Alternative meeting spots:** Coffee shops, restaurants, or other neutral spaces can work — but choose carefully:
 - + **Quiet enough to hear one another**, but not so quiet that private details carry across the room.





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First Impressions (continued)

+ **Avoid venues that feel boastful.** Hosting at a country club or pricey steakhouse may lead clients to wonder if they're paying for your lifestyle.

+ **Minimize interruptions.** If you or your clients are well-known in a location, too many greetings can disrupt focus.

+ **Ensure a menu broad enough** to suit different tastes.

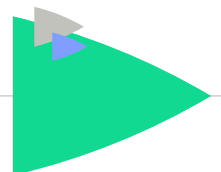
+ **Decide ahead of time whether alcohol will be appropriate.** For many financial conversations, water or coffee is the safest choice while steering attention toward retirement income, longevity planning, and wealth transfer.

NOTES: Look over your meeting environment with an eye for trip hazards (rugs or slippery tile floors). Use chairs with arms that make it easier to sit and stand up. Fonts should be simple, clean, and larger than normal. The oldest Boomers are nearly 80 and these considerations avoid moments of embarrassment.

► Greeting

Always walk out to greet clients yourself. Don't delegate to staff. This simple act shows respect and communicates your eagerness to meet them. Offer a beverage and use a ceramic mug or glass – details matter. If they accept, walk with them to get the drink and introduce team members along the way. It humanizes your office and builds trust. If in a restaurant, arrive first.

Always stand when greeting a Boomer. Offer a firm handshake and a genuine smile. Be fully present – leave the stress of your prior meeting behind. Put your phone away and silence anything that may distract your conversation. Avoid rushed openers like "Wow, I've been running a thousand miles an hour..." which make clients feel like they're not your priority.





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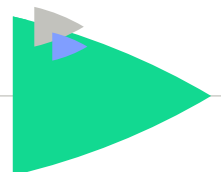
Start the Meeting

- 1 Icebreakers: family updates, weekend plans, recent travel, sports, weather.** Though banal, these topics serve to quickly find common ground and grease conversation.
- 2 But avoid small talk overload** — transition quickly to meaningful financial topics.
- 3 Match your client's energy and volume in conversation.** Confident leaders find opportunities to laugh about things you have in common.
- 4 Script:** *"Before we dive in, is there anything specific you want to be sure we cover today?"*

Boomer Life Stage Considerations

Baby Boomers are experiencing life-stage transitions that are mostly retirement and late-life focused.

- **Retirement Transition:** Many are moving from accumulation to distribution. Focus on income planning.
- **Downsizing:** Simplifying homes, assets, and finances. Streamline portfolios.
- **Wealth Transfer:** Boomers will oversee the largest wealth transfer in history. Include heirs in conversations.
- **Health & Longevity:** Rising healthcare costs, long-term care, estate planning are priorities.





What to Say / Scripts That Work



Here's today's agenda: we'll cover three topics, and by the end you'll know exactly what decisions are needed.



I've worked with many clients in this stage of life, and my role is to guide you with clarity — never to push you."



I've seen how markets cycle over decades, and while history is helpful, our focus will be tailoring the plan to you.



I'll recap responsibilities at the end and send you a written summary so there's no confusion.



You've worked hard to build this. Let's make sure it supports your family and the causes you care about, long after you're gone.



This strategy isn't about chasing the highest return — it's about giving you steady income and fewer surprises.



You've managed your finances well up to this point. Now let's make sure the next 20 years give you the lifestyle and security you want.



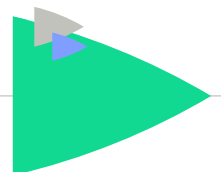
I'm not here for a transaction. I'm a part of your retirement team. It's a long-term commitment.

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The Great Boomer Wealth Transfer

The Scale

- > Roughly **\$124 trillion** will be transferred between generations by 2048.
- > Boomers alone will pass **~\$53 trillion**, or **43%** of that transfer (BPM).
- > **\$105 trillion** to heirs, **~\$18 trillion** to charities (ASSPA).
- > Many are **already** giving while alive ("**giving while living**") for tax and control benefits (ML.com).





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The Great Boomer Wealth Transfer (continued)

Why Advisors Must Engage Now

- > Surveys show only ~**57% of heirs** intend to stay with their parents' advisor (FA-Mag).
- > If you don't build relationships with heirs before the transfer, you risk **losing** the account.
- > Advisors who proactively include heirs are positioned as **stewards of legacy** rather than just money managers.

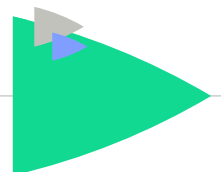
Wealth Transfer Prep

- > **Facilitate** family meetings.
- > **Provide** heir-friendly summaries: clear, jargon-free documents.
- > **Educate** heirs on basics: estate tax, step-up in basis, liquidity issues.

Advisor Scripts for Wealth Transfer Conversations

- “What do you hope your wealth will do for your children or grandchildren?”
- “Have you ever talked with them about your estate plans?”
- “Would you like me to help host a family conversation to make sure your wishes are clear?”

- > **Encourage** gradual gifting strategies
- > **Revisit** transfer plans regularly.





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Dos & Don'ts



- > **Lead** with your company history and personal track record.
- > **Use** language around legacy, stability, family, and values.
- > **Provide** written takeaways. Printed summaries resonate.
- > **Introduce** your support staff by name.
- > **Use** peer examples for relatability.



- > **Overwhelm** with jargon
- > **Assume** they want everything digital — paper still has value.
- > **Rush** meetings.
- > **Push** heirs into conversations before they're ready.

Baby Boomers and Communication Technology

- > Prefer blended approach: paper plus digital.
- > Appreciate portals but want walk-throughs.
- > Emails and calls remain effective. Texting may be too personal and casual. Ask permission.

Wealth, Stress, and Opportunity

> Population Size:

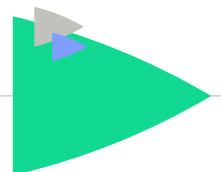
About **73 million** Baby Boomers in 2025, representing roughly 21% of the U.S. population (U.S. Census Bureau projections, 2025).

> Retirement Savings:

Average 401(k) balance is **~\$249,300** and average IRA balance is **~\$257,002** (Fidelity, *How Much Should I Have Saved for Retirement by Age?*, 2025).

> Net Worth:

Median household net worth for ages 55–64 is **~\$364,500** and ages 65–74 is **~\$409,900** (Federal Reserve Survey of Consumer Finances, 2023).





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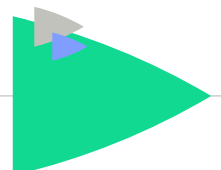
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Wealth, Stress, and Opportunity (continued)

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Quick-Hit Phrases for Boomer Clients



Here's what this means for your legacy.



You've built something remarkable — let's make sure it lasts.

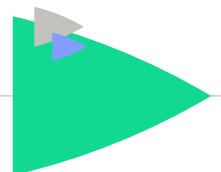


Let's simplify so your heirs aren't overwhelmed.



Between these options, which feels right for your family?

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