



How Financial Advisors Are Responding to the Challenge of the Coronavirus

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I. Executive Summary

The fallout from the coronavirus pandemic has caused unprecedented disruption and hardship on both a micro and macro level. The long-term implications of the virus remain unclear, but there is little doubt that the impact will be far-reaching, influencing our economy, our social consciousness, and our daily way of life.

Our goal in this new research report is to share a point in time snapshot of how financial advisors are responding to the challenges posed by the coronavirus. The study examines a variety of topics including how advisors are engaging with clients, the sources they are relying on to navigate through this unpredictable environment, and their needs for additional support.

Several key observations emerge from the research examining how advisors are responding to the challenges posed by the coronavirus:

- Most advisors indicate little disruption to their ability to serve clients because of restrictions imposed to combat the coronavirus
- Most advisors describe the overall mood of clients relative to their investments as modest or heightened concern, although few consider clients to be panicked
- Advisors have been highly proactive in connecting with clients, with many engaging all or most clients via telephone, email, or remote conference sharing capabilities
- Advisors have relied on a variety of sources for support related to the impact of the coronavirus including asset managers they already work with, broker dealers and home office contacts, and general financial media
- The most helpful resources provided by sources related to managing the impact of the coronavirus are economic and market updates, portfolio manager insights, and client approved materials
- The providers offering the most useful support for advisors include large asset managers such as First Trust, American Funds, and JP Morgan; information

sources such as CNBC, Morningstar, and the Wall Street Journal; and broker dealers/home offices

- Most advisors have made only minor changes to how they manage portfolios in response to the market volatility derived from the coronavirus and social distancing, with the most typical changes an increased allocation to cash and a move to less aggressive equities
- Despite the uncertainty, advisors as a group are highly confident in their ability to meet the needs of clients
- Most advisors anticipate a market rebound over the next six months but differ as to the extent of how far performance will improve relative to end of Q1 2020
- The practice metrics advisors expect will be most harmed by the fallout from the coronavirus are revenues they generate and profitability, although many expect growth in new client acquisition and enhanced ability to effectively serve clients
- There is no consensus on the topics advisors desire for additional support related to market volatility and uncertainty, with many indicating assistance with understanding and applying the CARES Act and similar changes to rules/regulations; market insights and perspectives, especially historical context; client approved materials that are concise, calming, and use graphics; and help with engaging with clients and attracting new prospects...alternatively, most do not prioritize practice management assistance at this time

Several key conclusions and themes emerge from the findings:

- A focus on client engagement – It is clear from the research that advisors are being proactive in reaching out and communicating with clients regarding the fallout from the coronavirus. Having learned from past market downturns, advisors are connecting with clients by phone and email, as well as by leveraging remote meeting technology. It is anticipated that ongoing contact will be needed given the unpredictable situation as we move through various stages of dealing with the impact of the pandemic on the economy and financial markets.

- Staying the course as far as investing – Despite the extreme market volatility, advisors appear to be staying the course as far as their approach to investing. Few advisors have made significant changes to portfolios with most having made only minor changes to client portfolios, if any. This aligns with high confidence expressed by advisors in being able to meet the needs of clients despite the uncertain environment.

- Receptive to additional support – Many advisors have already taken advantage of resources made available from key sources such as asset managers, broker dealers, and the financial media. Despite the widespread availability and usage of these value-add capabilities, advisors are receptive to additional support related to a broad variety of topics including accessing government stimulus programs, framing market performance against past periods of volatility, attracting new clients, and understanding the lessons of behavioral finance and how these can be applied to the current unsettled situation. Providers should continue to develop innovative support that address the needs of advisors, recognizing there is significant opportunity to deliver relevant value-add resources that relate to the coronavirus and the impact on investors.

- Questions regarding the future – Advisors recognize that they are not immune to the business fallout associated with the coronavirus. While most advisors do not perceive their ability to support clients has been greatly disrupted by the restrictions put in place to combat the coronavirus, they do acknowledge the negative impact upon key practice metrics, notably revenues and profitability. How a projected decline in the financial strength of advisor practices plays out over time may accelerate consolidation and the exodus of smaller advisors from the industry.

II. Introduction and Methodology

We understand that these are challenging times for financial advisors and their clients. The fallout from the coronavirus pandemic has caused unprecedented disruption and hardship on both a micro and macro level. The long-term implications of the virus remain unclear, but there is little doubt that the impact will be far-reaching, influencing our economy, our social consciousness, and our daily way of life.

Our goal in this new report from Practical Perspectives - a leading consulting and research firm focused on support for wealth management firms, product providers, and distribution platforms - is to share a point in time snapshot of how financial advisors are responding to the challenges posed by the coronavirus. **“How Financial Advisors Are Responding to the Challenge of the Coronavirus”** examines a variety of topics including how advisors are engaging with clients, the sources they are relying on to navigate through this unpredictable environment, and their needs for additional support. The report breaks out data and findings for the entire sample and for key advisor channels – Wirehouse/Regional employer based broker dealers (Full Service), Independent broker dealers, and RIAs (not affiliated with a broker dealer).

Among the key questions addressed in this report are:

- The extent to which restrictions put in place to combat coronavirus have impacted the ability of advisors to serve clients
- How advisors perceive the overall mood of clients related to investing
- How proactive have advisors been in reaching out and communicating with clients
- The specific actions advisors have taken to communicate with clients regarding the market volatility triggered by the coronavirus
- The sources advisors rely on for information or tools to support clients during this difficult time
- The resources that are most useful for advisors in engaging with clients

- Specific providers or sources advisors rely on most for assistance
- The extent advisors have changed how they manage assets for clients in response to market volatility associated with the coronavirus
- The specific changes to client portfolios implemented by advisors
- Advisors confidence in their ability to meet the needs of clients in the current environment
- Looking ahead six months from now, advisor expectations for the performance of financial markets
- How advisors anticipate the coronavirus will impact key metrics in running a practice such as new client acquisition, revenues, and profitability
- The topics of most interest to advisors regarding additional support for coping with issues triggered by the coronavirus

This report is based on input from a randomly selected cross-section of advisors spanning key channels. From April 2 to April 8, 2020, advisors were asked to participate in a proprietary online survey regarding their response to the coronavirus. More than 525 advisors provided confidential responses that form the basis for this report. Advisors did not receive any compensation for participation in the survey. A breakout of respondents by key characteristics is as follows:

- Affiliation
 - Full Service BD - 20%
 - Independent BD – 42%
 - RIAs – 36%
 - Other BD – 1%
- Experience as an Advisor
 - Less than 5 years – 1%
 - 5 to less than 10 years – 9%
 - 10 years to less than 15 years – 13%

- 15 years to less than 20 years – 17%
- 20 years or more – 60%

- Assets Under Management
 - Less than \$50 million – 37%
 - \$50 million to less than \$100 million – 21%
 - \$100 million to less than \$250 million – 23%
 - \$250 million or more – 19%

- Practice Structure
 - Solo practitioner – 50%
 - Small team (10 or fewer professionals) - 43%
 - Large team (more than 10 professionals) – 7%

- Age
 - 40 or younger – 12%
 - 40 to 50 – 22%
 - 50 to 60 – 29%
 - 60 or older – 37%

III. Responding to the Challenge of the Coronavirus

Key Takeaways:

- **Most advisors indicate little disruption in their ability to serve clients because of restrictions imposed to combat the coronavirus**
- **Most advisors describe the overall mood of clients relative to their investments as modest or heightened concern, although few consider clients to be panicked**
- **Advisors have been highly proactive in connecting with clients, with many engaging all or most clients via telephone, email, or remote conference sharing capabilities**
- **Advisors have relied on a variety of sources for support related to the impact of the coronavirus including asset managers they already work with, broker dealers and home office contacts, and general financial media**
- **The most helpful resources provided by sources related to managing the impact of the coronavirus are economic and market updates, portfolio manager insights, and client approved materials**
- **The providers offering the most useful support for advisors include large asset managers such as First Trust, American Funds, and JP Morgan; information sources such as CNBC, Morningstar, and the Wall Street Journal; and broker dealers/home offices**
- **Most advisors have made only minor changes to how they manage portfolios in response to the market volatility derived from the coronavirus and social distancing, with the most typical changes an increase in allocation to cash and a transition to less aggressive equities**
- **Despite the uncertainty, advisors as a group are highly confident in their ability to meet the needs of clients**
- **Most advisors anticipate a market rebound over the next six months but differ as to the extent of how far performance will improve relative**
- **The metrics advisors expect will be most harmed by the fallout from the coronavirus are revenues they generate and profitability of their practice**

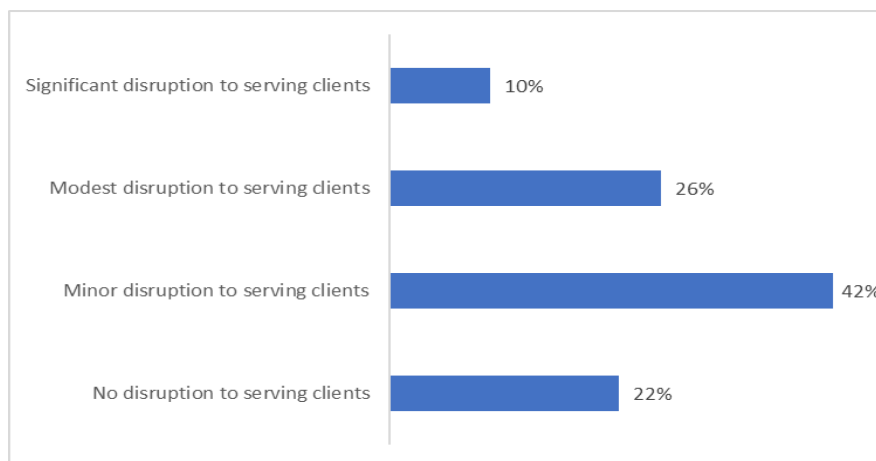
although many expect growth in new client acquisition and enhanced ability to effectively serve clients

- There is no consensus on the topics advisors desire for additional support related to market volatility and uncertainty, with many indicating assistance in understanding and applying the CARES Act and similar changes to rules/regulations; market insights and perspectives, especially historical context; client approved materials that are concise, calming, and use graphs; and help with engaging with clients and attracting new prospects...alternatively, most do not prioritize practice management assistance at this time

A. To what extent have the restrictions put in place to combat the coronavirus pandemic impacted advisors ability to serve clients?

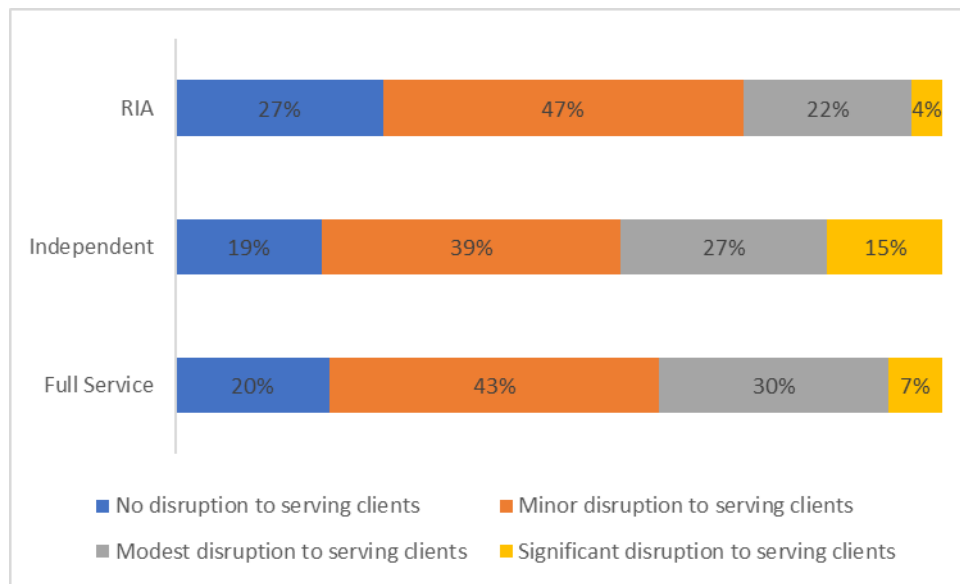
Most advisors indicate the restrictions put in place as a result of the coronavirus have caused little, if any, disruption to their ability to serve clients. Roughly 2 in 3 advisors, or 64%, note limited disruption to supporting clients. Roughly 1 in 10 advisors indicate significant disruption to serving clients while roughly 1 in 4 advisors suggest the disruption to client support has been modest.

Exhibit 1: Extent Coronavirus Restrictions Have Disrupted Ability to Serve Clients



Most advisors in each channel suggest restrictions related to the coronavirus have had little impact on their ability to serve clients. On a relative basis, broker dealer advisors, especially those affiliated with an Independent firm, are more likely to indicate at least modest disruption resulting from the restrictions enacted to deal with the coronavirus. RIAs are much less likely to note disruption to their ability to serve clients. This may reflect RIAs more robust embrace of technology that facilitates interaction with clients outside of an office location.

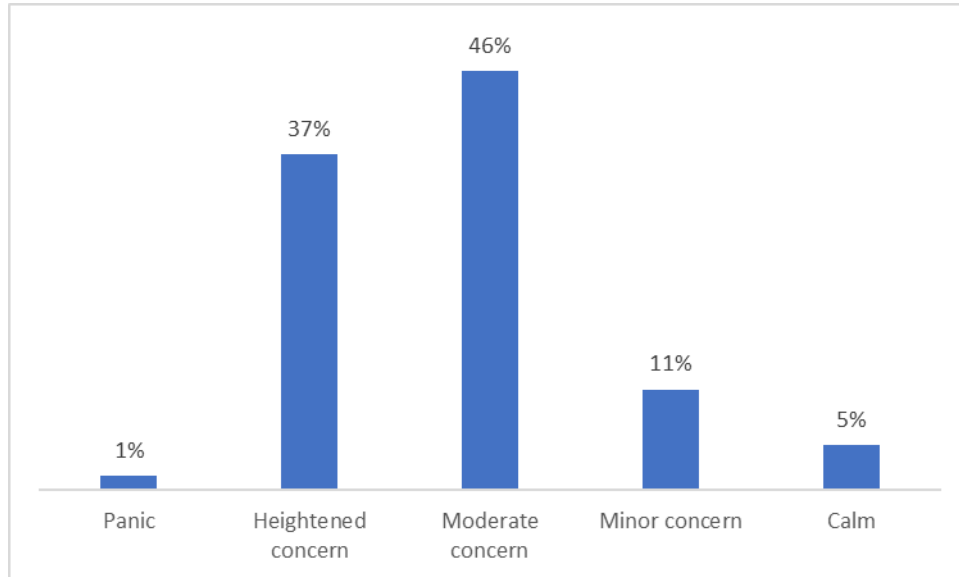
Exhibit 2: Extent Coronavirus Restrictions Have Disrupted Ability to Serve Clients by Channel



B. How do advisors perceive the overall mood of their clients in the current environment?

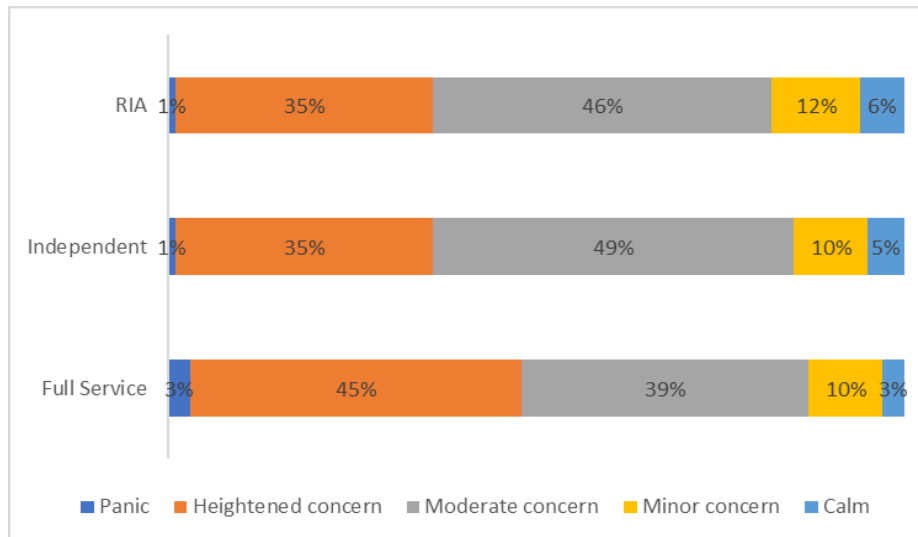
Advisors generally perceive clients as having some level of concern related to their investments given this period of extensive market volatility triggered by the impact of the coronavirus. While few advisors describe the mood of clients as panic, more than 1 in 3 advisors, or 37%, indicate heightened concern while nearly 1 in 2 advisors, or 46%, indicate moderate concern. Only 1 in 10 advisors indicate clients as generally expressing minor concern related to investments and 1 in 20 suggest the overall mood of clients is calm.

Exhibit 3: Perception of Overall Mood of Clients Related to Investments



Across channels, most advisors describe the overall mood of clients as at least moderate concern. Full Service channel advisors are more likely to indicate clients as having heightened concern.

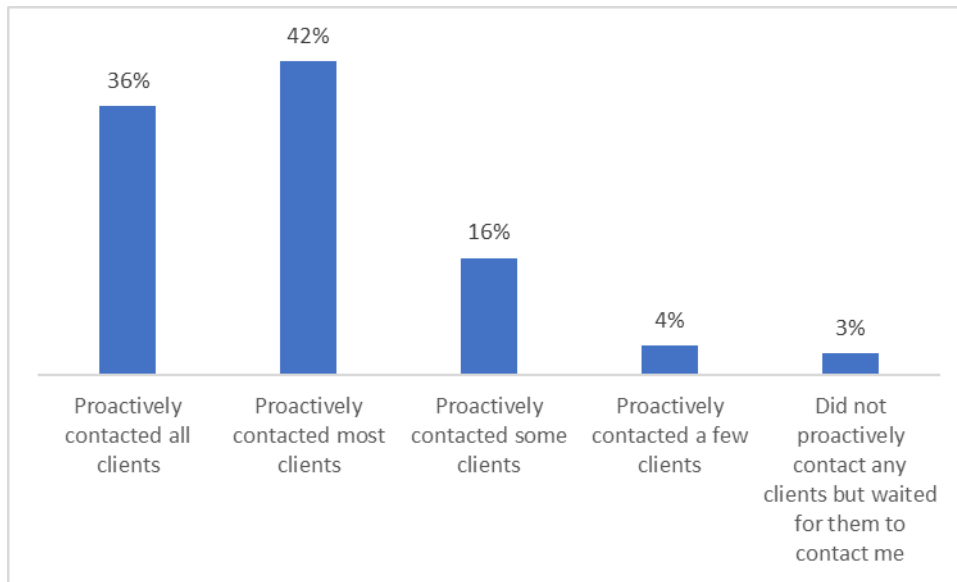
Exhibit 4: Perception of Overall Mood of Clients Related to Investments by Channel



C. How proactive have advisors been in reaching out to clients in response to market volatility associated with the impact of the coronavirus on U.S. and global markets?

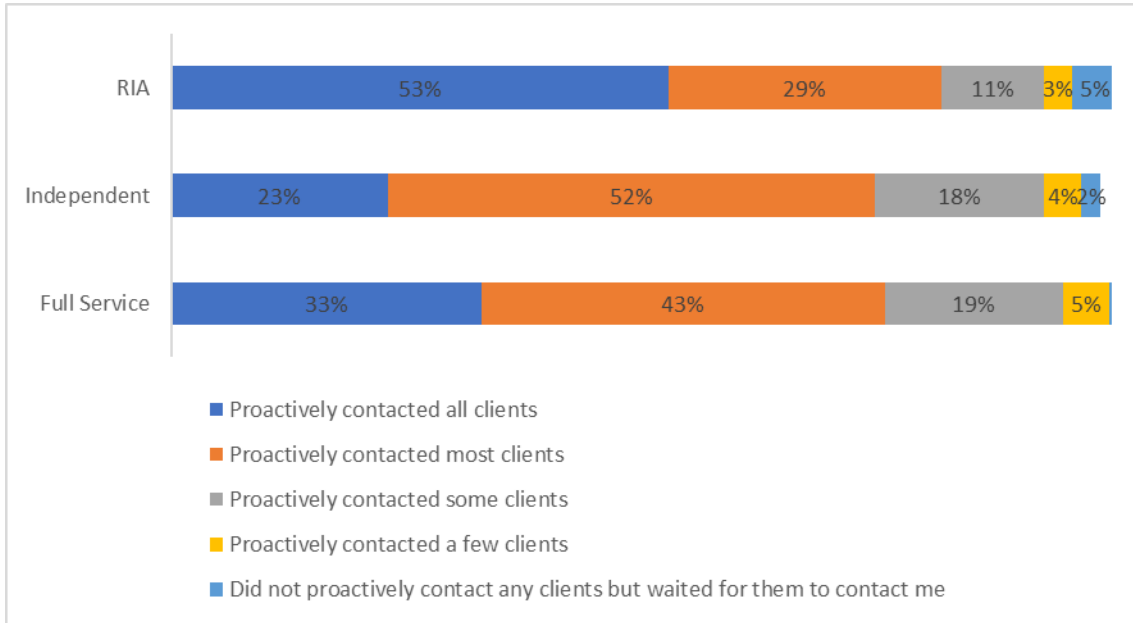
Advisors have been extremely proactive in interacting with clients during the past month in response to market volatility triggered by the coronavirus. More than 3 in 4 advisors, or 78%, have proactively reached out to most clients, if not all. Few advisors took a more passive approach in waiting for clients to reach out directly to them. Many advisors have learned from past downturns the benefits of active client outreach and appear to be applying those learnings in the current environment.

Exhibit 5: Actions Taken by Advisors in Past Month in Response to Market Volatility



RIAs appear to be the most proactive segment of advisors, with more than 1 in 2 RIAs, or 53%, contacting all clients they serve. Broker dealer advisors have also been active in reaching out to clients. At least 3 in 4 broker dealer advisors indicate they have reached out to most clients, if not all, in response to market volatility.

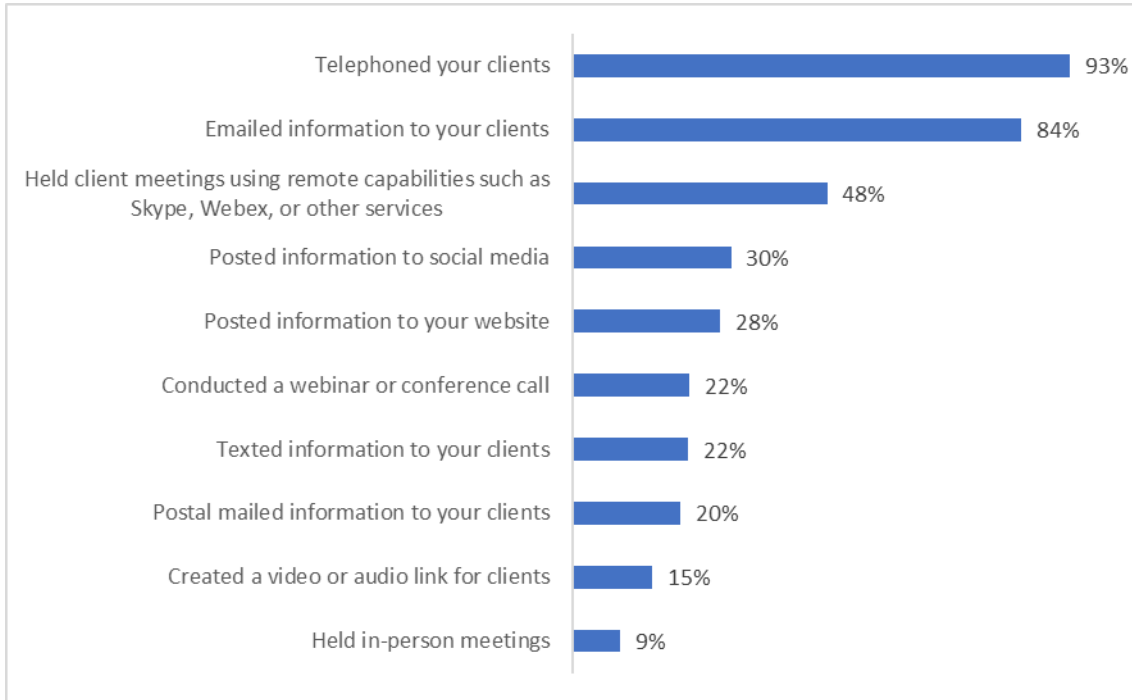
Exhibit 6: Actions Taken by Advisors in Past Month in Response to Market Volatility by Channel



D. What specific actions have advisors taken to communicate or reach out to clients in response to market volatility triggered by the coronavirus?

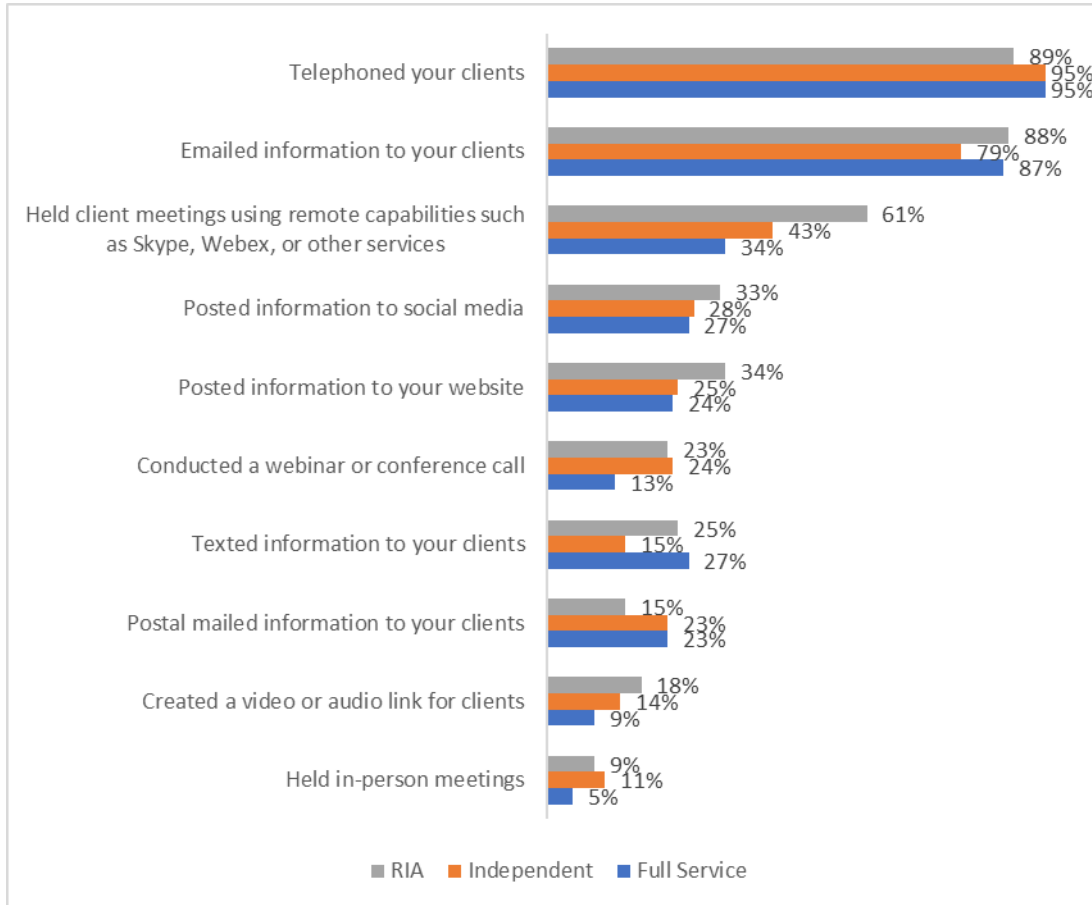
The most common actions taken by advisors to reach out to clients in the past month include telephoning clients (93%) and emailing clients (84%). Nearly 1 in 2 advisors, or 48%, have conducted some form of remote meeting with clients using Skype, Zoom, or similar platforms. Other forms of outreach done by about 3 in 10 advisors are posting content to social media and sharing information through their website.

Exhibit 7: Actions Taken with Clients



The widespread use of telephone contact and email to engage with clients is similar across channels. RIAs are far more likely than broker dealer advisors to have contacted clients using remote meeting services such as Skype or Zoom. RIAs are also directionally more likely to have posted information to their website, created an audio or video to share with clients, and to have posted content to social media. Given restrictions in place related to social distancing, few advisors conducted in person meetings with clients.

Exhibit 8: Actions Taken with Clients by Channel



E. What sources have advisors relied on for information, content, or other tools/resources used with clients related to the coronavirus and recent market volatility?

There are several key sources advisors rely on for support used with clients related to the coronavirus and recent volatility in financial markets. Foremost among these sources are asset managers who advisors already work with. Roughly 2 in 3 advisors, or 68%, identify asset managers they do business with as a key source for information and resources to use with clients. Other sources relied on by at least 1 in 2 advisors include general financial media (58%), third-party information providers (57%), and broker dealers (50%). Sources used less frequently are providers they do not currently use

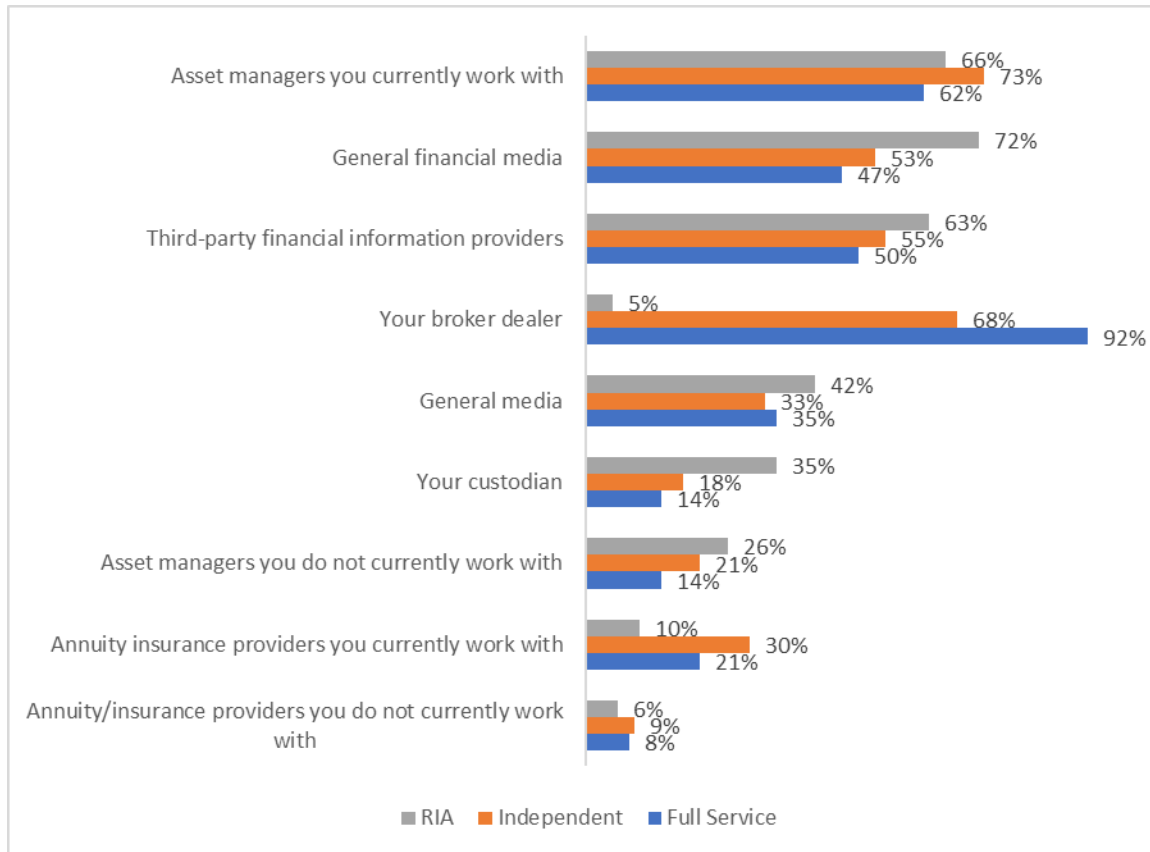
(such as asset managers or annuity providers) and insurance firms they already work with.

Exhibit 9: Sources Relied on For Support with Coronavirus and Market Volatility



There are some differences by channel in the sources used most often by advisors for content or tools to engage with clients on the market upheaval associated with the coronavirus. RIAs rely most heavily on the general financial media, asset managers they already work with, and third-party information providers and secondarily on their custodian and general media. Broker dealer advisors, especially within the Full Service channel, rely heavily on their home office for assistance, as well as asset managers they work with. Independent broker dealer advisors are more likely than other advisors to use resources provided by annuity or insurance companies they already work with.

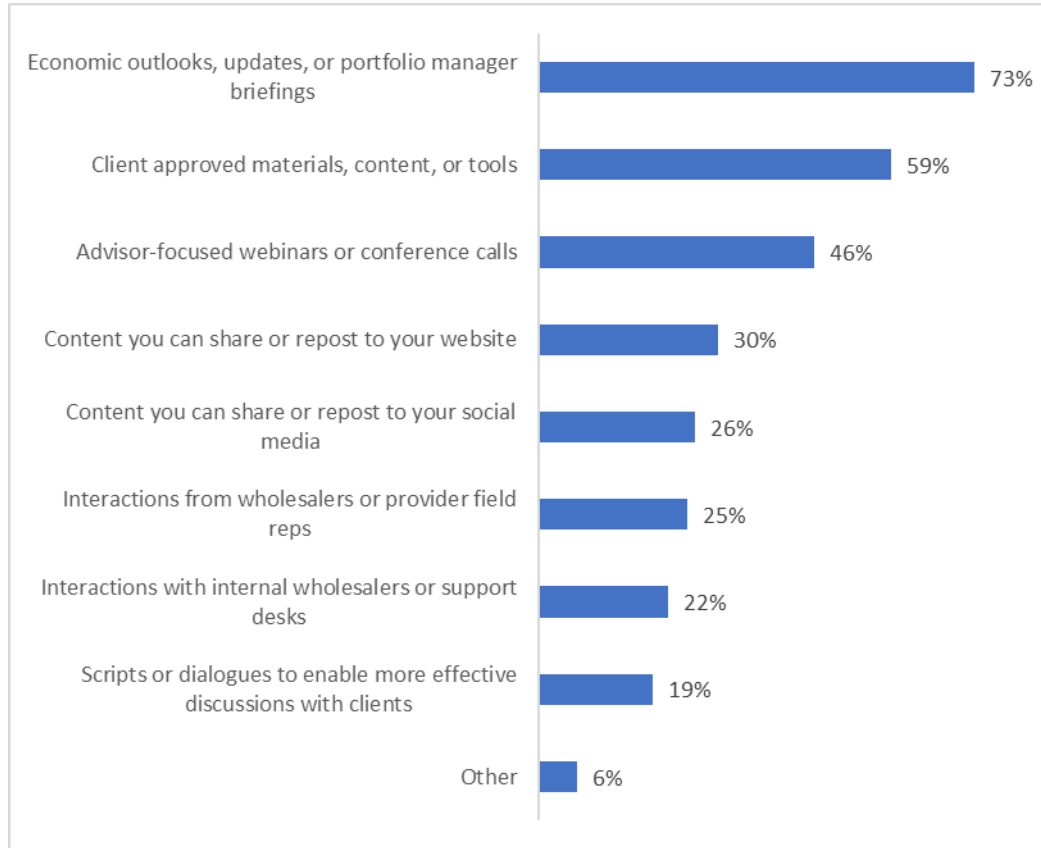
Exhibit 10: Sources Relied on For Support with Coronavirus and Market Volatility by Channel



F. What types of resources provided by various sources have been most helpful to advisors in supporting clients during this recent volatile and uncertain period?

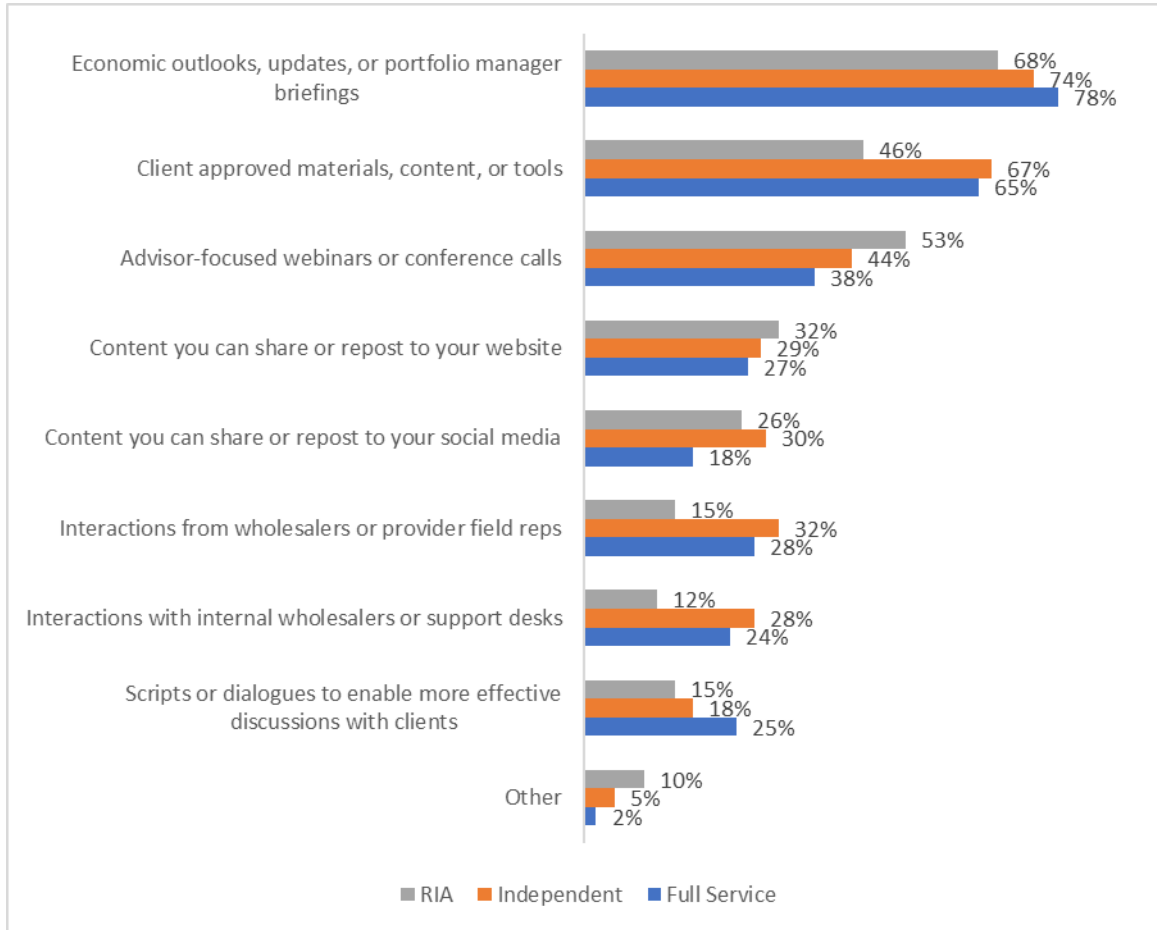
There are specific capabilities provided by asset managers, annuity firms, broker dealers, custodians, and other sources which advisors indicate have been most helpful when engaging with clients related to the coronavirus and market volatility. The most helpful resource cited by nearly 3 in 4 advisors, or 73%, are economic outlooks, updates, or portfolio manager insights and briefings. Other capabilities identified by advisors as helpful in engaging with clients include client-approved materials and tools (59%) and webinars and conference calls (46%).

Exhibit 11: Most Helpful Resources Used with Clients



Economic or market outlooks and portfolio manager insights are the most helpful resources used with clients across channels. Broker dealer advisors are more likely to have taken advantage of client approved materials while RIAs have leveraged participation in advisor-focused webinars or conference calls. Wholesaler interaction is also more useful to broker dealers than for RIAs and this is consistent with previous research on wholesaling.

Exhibit 12: Most Helpful Resources Used with Clients by Channel



G. Which specific providers or sources have advisors relied on most for support during the recent period of heightened market volatility?

Advisors participating in the research were asked to identify the top 3 sources they have relied on most for support during this period of extreme volatility and uncertainty. The goal was to identify which firms are most prominent related to support and which have the greatest “mindshare” or top of mind consideration among advisors for this type of assistance. It is not intended to reflect actual market share of the providers or platforms. It is also recognized that not all providers and platforms are available to every advisor.

Overall, advisors listed more than 300 different sources relied on for help related to managing the impact of coronavirus. The most frequently mentioned providers are generally well-known large asset managers that have broad reach with diverse types of advisors. First Trust and American Funds are the most frequently listed provider of useful support, followed by JP Morgan and BlackRock. Other sources relied on heavily by advisors include their broker dealer (generic), CNBC, Morningstar, and the Wall Street Journal.

Exhibit 13: Providers Relied on Most for Support Related to Coronavirus and Market Volatility – Most Frequently Mentioned

PROVIDER
First Trust
American Funds
JP Morgan
Broker Dealer (generic)
CNBC
BlackRock
Morningstar
Vanguard
Wall St. Journal
LPL
Fidelity
Raymond James
Schwab
Dimensional Funds
Bloomberg
Asset Managers (generic)
Franklin Templeton
Lord Abbett
Goldman Sachs
MarketWatch
PIMCO
Barron's
Jackson
General Media
Prudential
Nuveen

There are some differences by channel in sources advisors identify as offering the most useful assistance related to market volatility associated with the coronavirus. American Funds and First Trust are top ranked for support within the Full Service channel and both rank highly with Independent broker-dealer advisors. DFA (Dimensional Funds) is top rated by RIAs, followed by JP Morgan, Schwab, and Vanguard. The only annuity provider noted within the leading sources for support is Jackson who is cited by Independent channel advisors.

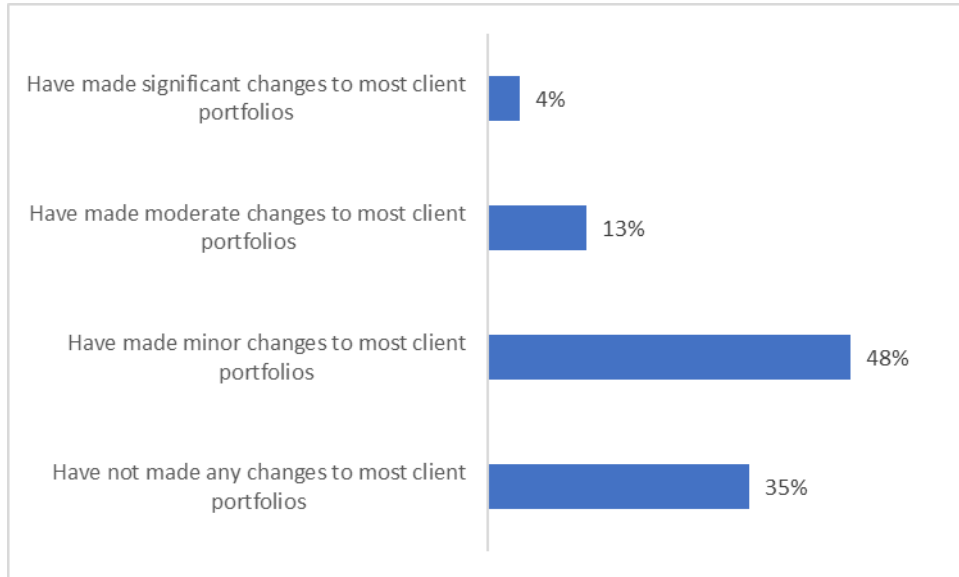
Exhibit 14: Providers Relied on Most for Support Related to Coronavirus and Market Volatility – Most Frequently Mentioned by Channel

<u>Full Service</u>	<u>Independent</u>	<u>RIA</u>
American Funds	First Trust	Dimensional Funds
First Trust	Broker Dealer (generic)	JP Morgan
Raymond James	American Funds	Schwab
Broker Dealer (generic)	JP Morgan	Vanguard
WSJ	LPL	CNBC
BlackRock	Morningstar	Morningstar
CNBC	BlackRock	Fidelity
Franklin Templeton /Lord Abbett	Jackson	WSJ/ American Funds

H. To what extent have advisors changed how they manage portfolios in response to the volatility resulting from the coronavirus?

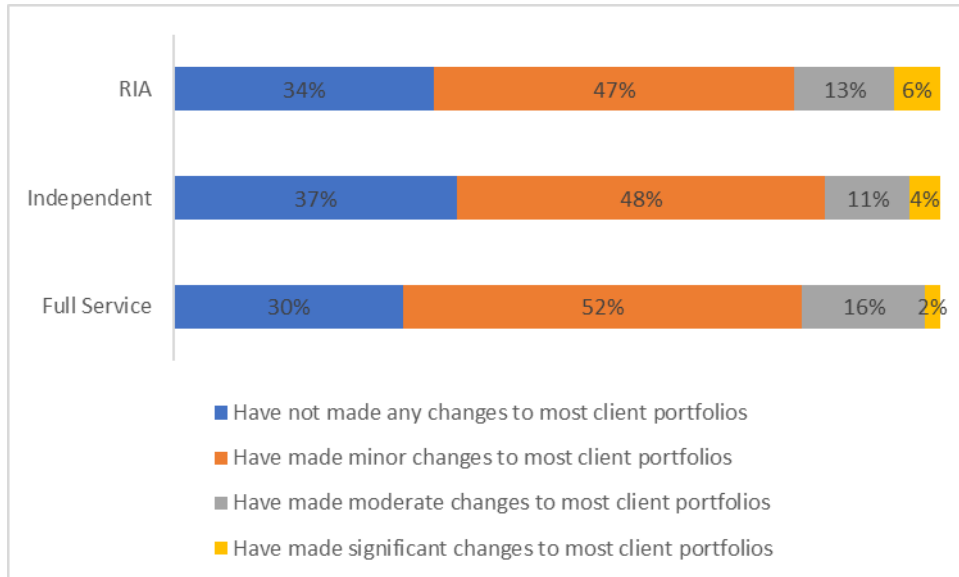
Most advisors have stayed the course and have not significantly changed how they manage client portfolios in response to the impact of the coronavirus. More than 8 in 10 advisors, or 83%, have made no more than minor changes to how they manage portfolios. This includes 1 in 3 advisors who have not made any changes. Only a minimal number of advisors have made significant changes to portfolio management and 1 in 8 advisors have made moderate changes.

Exhibit 15: Recent Changes to How Portfolios Are Managed



Advisors across channels are similar in maintaining a consistent approach to portfolio management. Fewer than 1 in 5 advisors in any channel have made moderate or significant changes to portfolio management in response to volatility in the markets associated with the coronavirus.

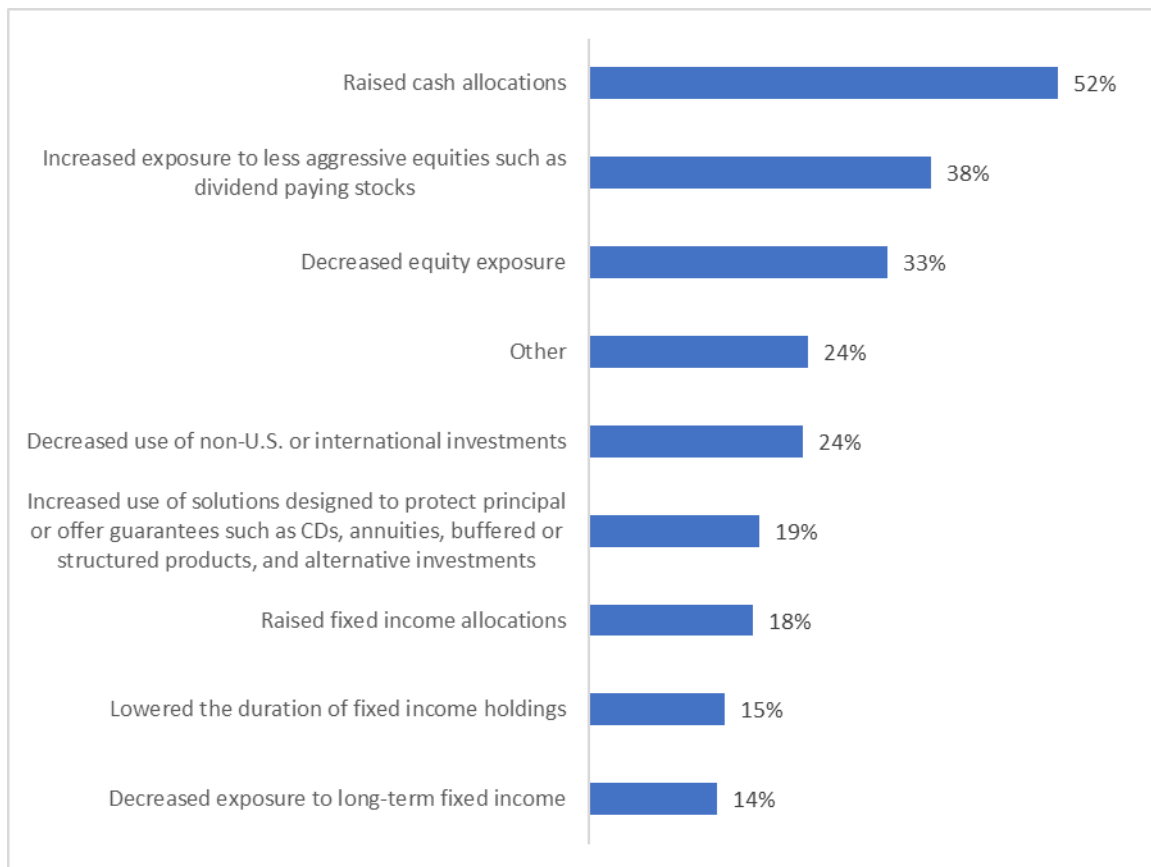
Exhibit 16: Recent Changes to How Portfolios Are Managed by Channel



I. What specific changes have advisors made to client portfolios in response to the market volatility resulting from the coronavirus?

As noted earlier, most advisors have not made significant changes to how they manage assets in response to the coronavirus. Roughly 2 in 3 advisors have made some changes although for most the changes have been minimal. The most significant change cited by 1 in 2 advisors, or 52%, is an increased allocation to cash. Other changes made by at least 1 in 3 advisors are increased exposure to less aggressive equities (38%) and decreased overall equity exposure (33%). Less common are changes to fixed income holdings.

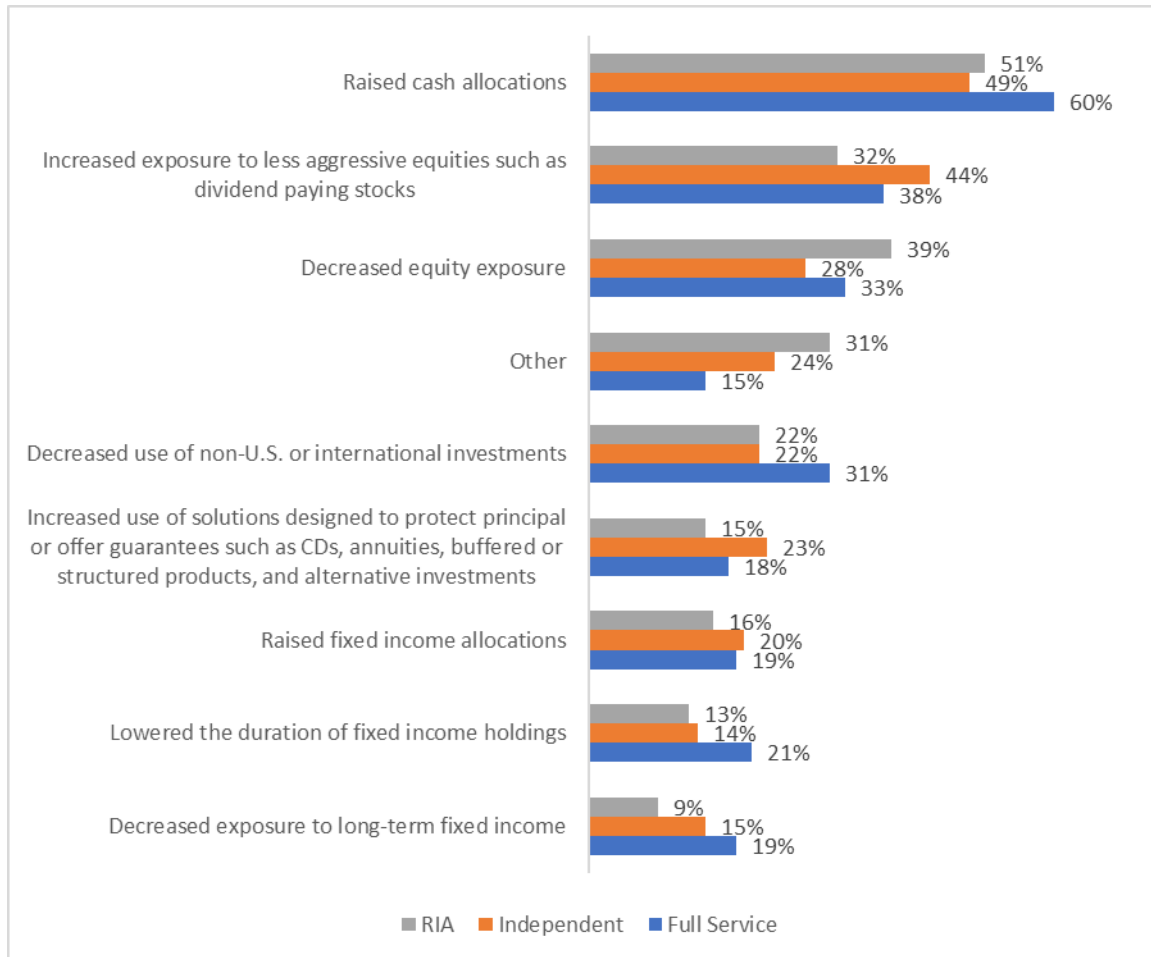
Exhibit 17: Specific Changes Made to Portfolios



Full Service channel advisors appear more likely to have made changes to various aspects of how they manage assets for clients. This includes raising cash allocations,

decreasing use of non-U.S. investments, decreasing exposure to long-term fixed income, and lowering the duration of fixed income investments. RIAs are more likely to have taken other actions including raising exposure to equity holdings and generating tax losses.

Exhibit 18: Specific Changes Made to Portfolios by Channel

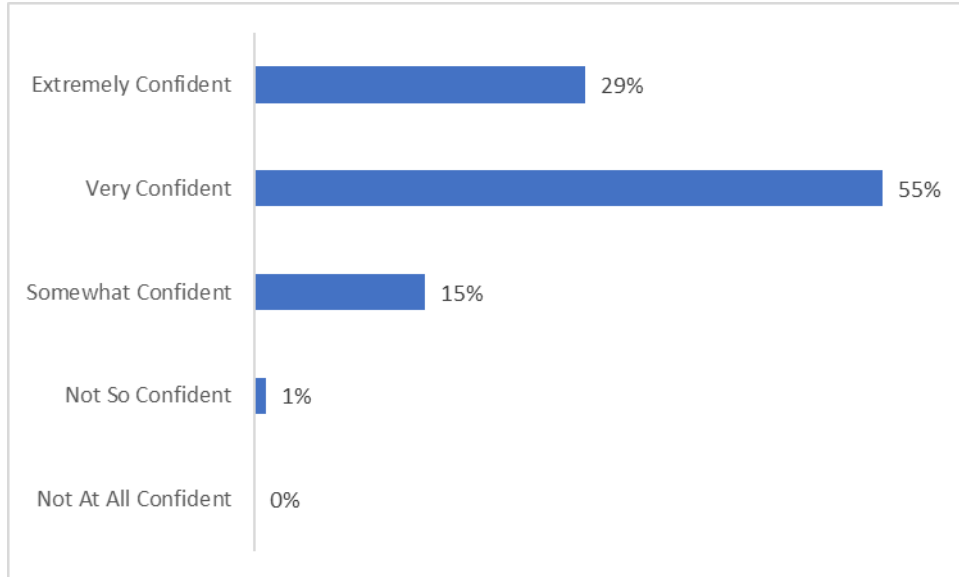


J. How confident are advisors in their ability to meet the needs of clients in the current environment?

Despite market volatility and uncertainty, advisors remain extremely confident in their ability to meet the needs of their constituents. More than 8 in 10 advisors, or 84%, are at least very confident in meeting the needs of clients. This includes 3 in 10 advisors who are

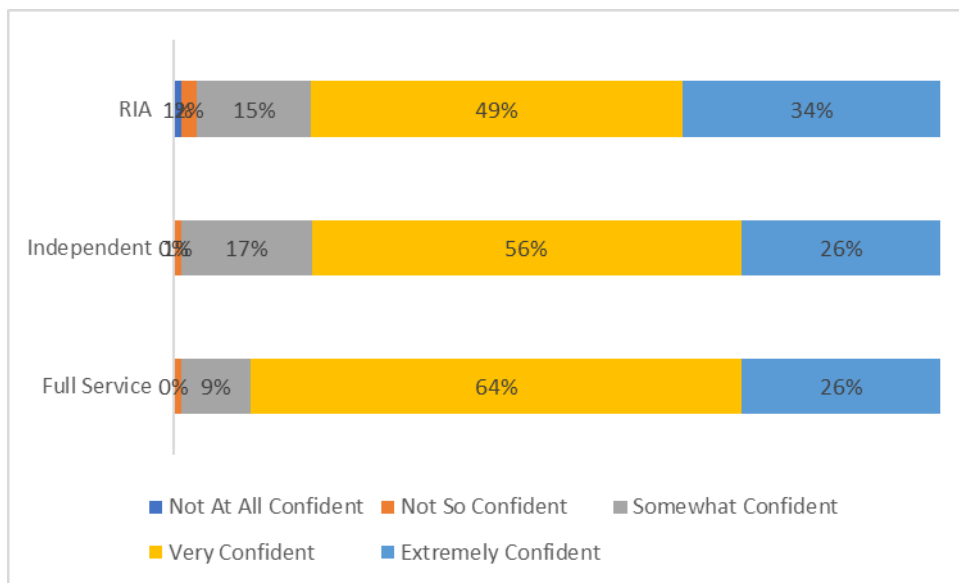
extremely confident. Virtually no advisors lack confidence in serving clients in the current environment.

Exhibit 19: Advisor Confidence in Meeting Clients Needs



Confidence in meeting the needs of clients is high among all advisors, irrespective of channel. RIAs are more likely to be extremely confident while Full Service channel advisors are most likely to be at least very confident.

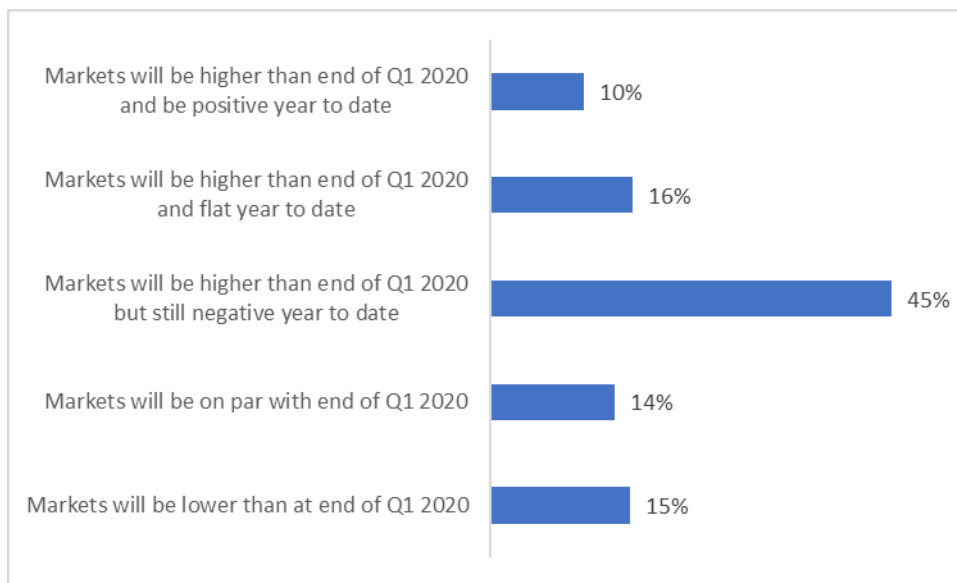
Exhibit 20: Advisor Confidence in Meeting Clients Needs by Channel



K. Looking ahead six months from now, how do advisors anticipate the equity markets will perform?

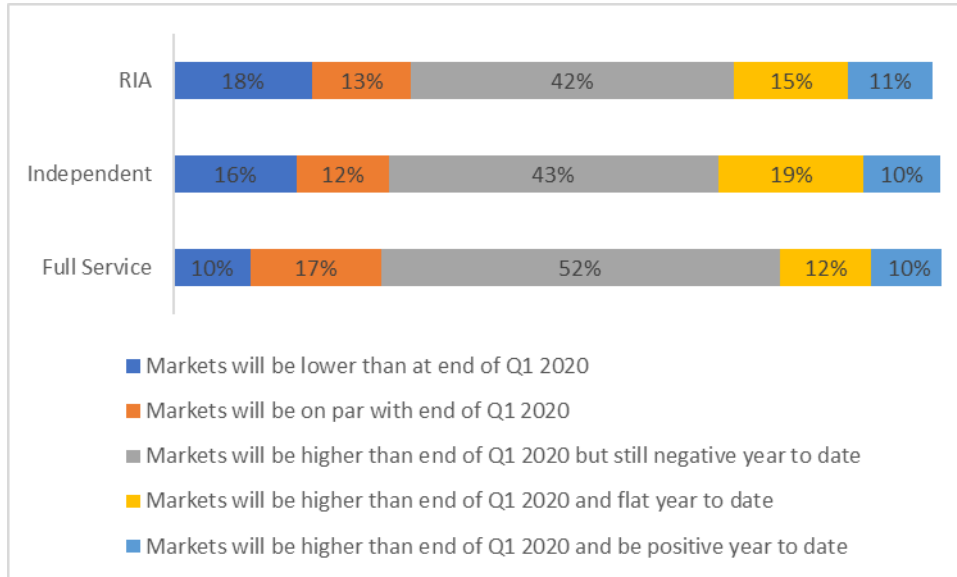
Looking ahead over the next six months, advisors anticipate markets will be improved compared to end of Q1 2020. Nearly 3 in 4 advisors, or 74%, believe markets will be higher compared to end of March 2020. However, a plurality of advisors expect the improved return will not recapture the full extent of the decline and performance will still be negative year-to-date six months from now. Only 1 in 10 advisors are optimistic that markets will recover and be positive for the year six months from now. An additional 1 in 6 advisors expect a recovery in markets to be flat for the year by end of September. A similar share of advisors are more pessimistic and expect markets to be lower over the next six months.

Exhibit 21: Expected Performance of Equity Markets in Next Six Months



Expectations for market performance during the coming six months are similar across advisor channels. RIAs are slightly more pessimistic than broker dealer advisors, especially compared to Full Service channel practitioners.

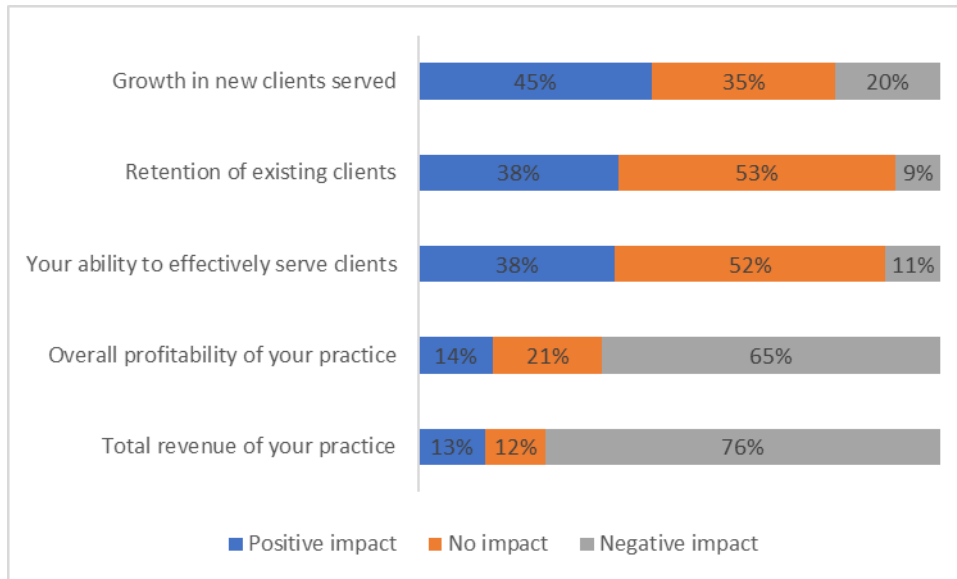
Exhibit 22: Expected Performance of Equity Markets in Next Six Months by Channel



L. How do advisors perceive key elements of their practice will be impacted during the next six months from the fallout related to the coronavirus?

Most advisors anticipate the coronavirus will impact key practice metrics during the next six months. Many advisors anticipate a positive impact on growth in new clients served, retention of existing clients, and overall ability to effectively serve clients. However, a significant share of advisors expect a negative impact on overall revenues and profitability of their practice, with few expecting a positive influence on these elements.

Exhibit 23: Expected Impact of Coronavirus on Key Practice Metrics in Next Six Months



The anticipated impact of coronavirus on key practice metrics does not differ greatly across channels. Independent broker dealer advisors are most likely to expect negative impact on revenue and profitability. They are also more likely to expect a negative impact on new client acquisition and less likely to project a positive impact on growth in clients served.

Exhibit 24: Positive Impact of Coronavirus on Key Practice Metrics in Next Six Months by Channel

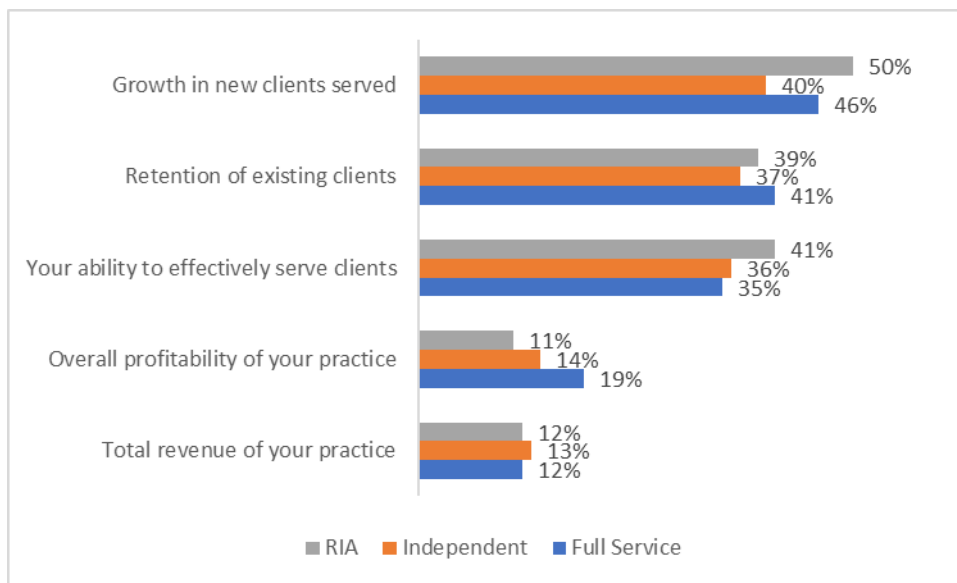
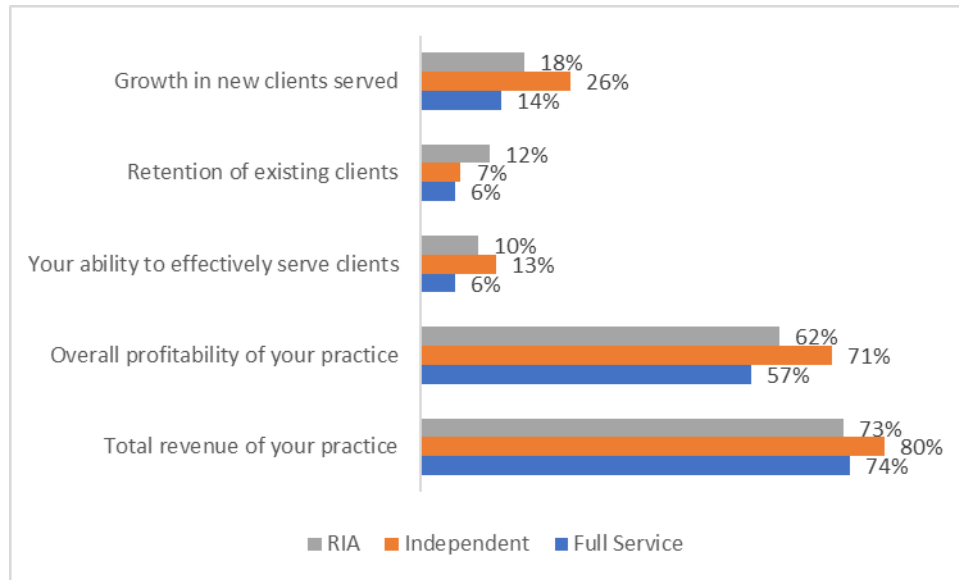


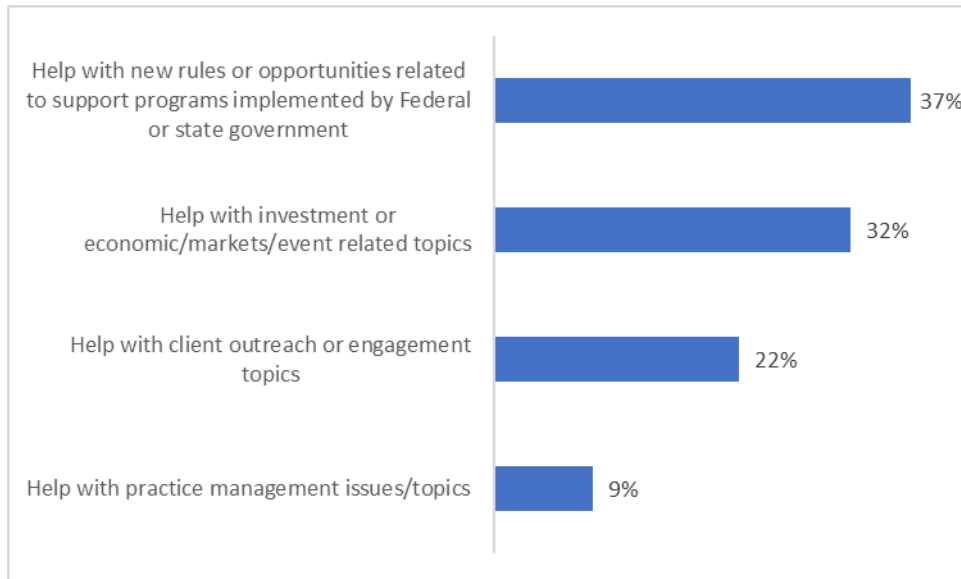
Exhibit 25: Negative Impact of Coronavirus on Key Practice Metrics in Next Six Months by Channel



M. Which types of support are of most interest to advisors related to addressing the impact of the coronavirus on clients and their practice?

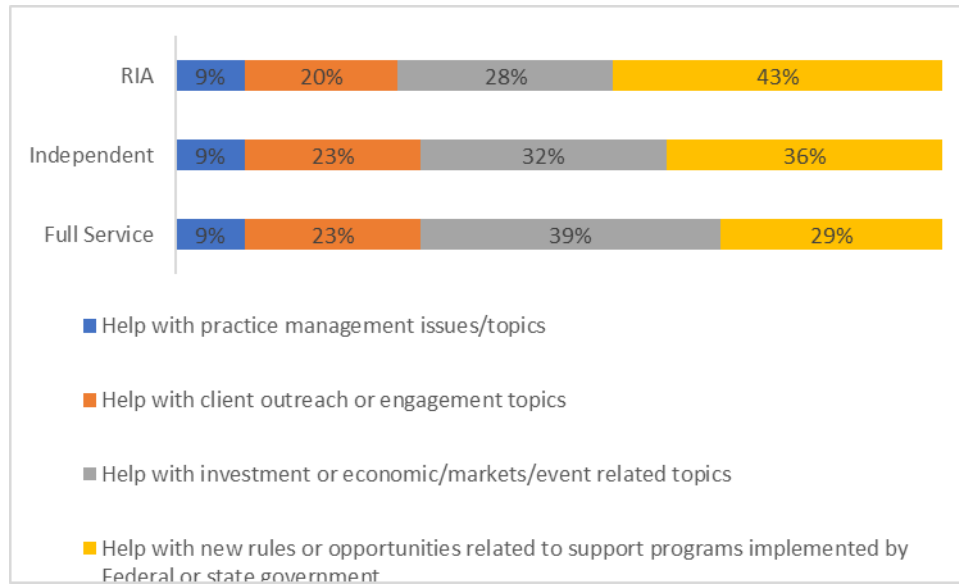
There is no consensus on the type of additional support that would be most valuable to advisors in dealing with the impact of the coronavirus on client engagement and running a practice. Nearly 4 in 10 advisors, or 37%, indicate they would value additional support on government programs and changes to rules/regulations that are implemented by Federal and state authorities. Roughly 1 in 3 advisors, or 32%, desire more assistance with economic, market, or investment topics. An additional 1 in 5 advisors, or 22% want support for engaging with clients. The lowest interest is for practice management support which is most important to roughly 1 in 10 advisors, or 9%. This suggests an ongoing opportunity for asset managers, broker dealers, and other sources to provide robust resources to advisors during the coming months.

Exhibit 26: Most Useful Aspects of Support Desired by Advisors



There are some differences by channel in the type of additional support most valued by advisors for dealing with the impact of coronavirus. RIAs are more likely to want support to understand programs like CARES. Full Service channel advisors have less interest in support for government programs and are more interested in help with economic or market topics. Independent broker dealer advisors have no clear preferences in support. Across channels, advisors consistently have lowest interest in practice management issues and topics related to handling the impact of coronavirus.

**Exhibit 27: Most Useful Aspects of Support Desired by Advisors
by Channel**



N. In their own words, what specific types of additional support or resources would be most helpful in supporting clients during this volatile and uncertain period?

Advisors were asked to detail in their own words any additional feedback they have regarding support related to helping clients handle the impact of the coronavirus. Many advisors note the widespread efforts of asset managers, broker dealers, and other sources to deliver support and content in this challenging environment. While advisors applaud these efforts, they offer additional thoughts on help they desire including:

- Assistance in understanding new rules/regulations such as CARES Act and how to assist clients in leveraging these programs, especially small business owners
- Historical insights on bear markets and pandemics to provide context and share insights with clients
- Client approved content that is concise and has graphic elements to facilitate understanding
- Support for prospecting/attracting new clients in the current environment

- Behavioral finance insights to help engage with nervous or fearful clients
- Ongoing market and economic updates/perspectives
- Insights on market opportunities and minefields in a volatile environment
- Client-focused events such as webinars or conference calls
- Insights from doctors/epidemiologists on the virus and likely course of the pandemic
- Help with using technology to engage with clients
- Lower volume of outreach from firms and wholesalers that in some cases appear to be overwhelming advisors

Specific comments from advisors broken out by channel are provided below.

Full Service Channel Advisors

- Contact us
- Dividend policies, asset class projections
- I have received everything I need
- Timely ideas of various asset classes, themes, etc. that have been dislocated in price vs. NAV
- Anything to attract new clients
- More market related data
- Market and economic updates
- Client communication pieces
- Market recovery opinions, long term market predictions, investment opportunities
- Between all the email I have been getting it is hard to go through all of them...maybe 1 email per week with a summary or at most 2 times a week
- Contact with their "insight"
- Outlooks on fundamentals of companies
- My BD is being very restrictive...they should loosen up since we are all working from home
- Help with the new government programs as to how it relates to clients
- Continue to provide Covid-19 updates
- Client approved material easily shared
- Update on their research divisions
- SBA relief for small business employers - there has been a delay

- Doing a good job as clients need to view this alongside other market-rattling times...historical studies of the market bouncing back help them understand the value of long-range investing
- Defining and explaining Federal Rules and new support programs for business owners and individuals
- We just need honest, direct communication as no one knows where this is going, but communication is always the key
- Client approved webinars run by asset managers
- More information regarding behavioral finance in volatile markets
- Information about prospecting at this point in time and how important it is to stay in front of prospects
- Understanding new CARES act
- Revised buy/sell research material
- Annuity companies send a letter to their clients letting them know why they own the annuity and what guarantees that provides them in terms of value and income
- Help with material to share with clients about where will the market and the economy be going after the worst of the pandemic is over
- Most asset managers and wholesalers are too pedestrian and out of sync with very current markets and conditions
- Wise counsel based on historical data and past events
- Client approved articles, memos
- What was the impact of the virus the negative rates done to your products and do you have an answer for the product line?
- More specific reports not so general
- CARES Act and SECURE Act implementation with case studies on these
- Good stability examples
- Economic outlooks and the nuances of the CARES act
- It would be nice for someone to take a stand on the best time to start investing again as most sources won't attempt a guess
- Client approved pieces on historical comparisons to the current environment
- Help with clients that fear what's going on with their accounts and will they ever get back to the pre corona level - no thanks to that moron in the White House
- Ongoing education about time in market and expert opinions on Covid-19
- Insight into how they are repositioning their portfolios in this investment environment
- A logical explanation for what direction or actions that they are taking
- Client approved info pieces
- Ideas for current investment client
- Information on CARES Act and taxes

- Regarding investment products, information or transparency on what they are doing within their portfolios would be helpful as I've found clients that don't know what they own in their portfolios have a higher concern with the impact of COVID-19 on their portfolio
- Good seminars describing the basics of investing
- Ability to share information material with clients on the markets, economy, historic data
- What is working in the marketplace, pieces on the volatility and rebalancing accounts
- More information about global markets
- Situation-specific outreach materials and resources
- What they are seeing/predicting
- More concrete information
- Interaction material with clients
- Simple updates and valid info
- Historic data is useful
- Better quality materials that can be shared with clients -- without the overload of 200 items from 200 wholesalers
- They are all doing a great job at what they are supplying us with
- Continue to share thoughts and information as to what areas to best be positioned under different recovery scenarios and why
- Ideas
- Calls with medical experts on current COVID infections rates, potential treatment trials, etc.
- Helpful pieces of information that presents historical facts and figures to help calm client nerves
- Good data of historical results from past bears
- Information they have gleaned that normally would not be available to me
- Don't call, I will call if I need the wholesaler as working from home with one phone line, not good to clog it up with calls from wholesalers
- More specific recommendations
- Insight as to expectations of market over next several months
- Provide rationale for investing at all!
- I'm doing a lot on my own
- Availability of solutions to navigate volatility and insights for self-employed persons to find support and resources
- A combination of historical economic/market data during challenging periods and very current economic/market data
- More information on the CARES Act
- Updates on legislation changes
- Buy lists

- Content oriented pieces relevant to the current times without product
- My firm has been consistently reducing my payouts and deferred compensation as well as penalizing small tickets...they need to roll these changes back or many advisors will be unable to survive
- Better overview of changes, especially as it pertains to small business owners
- More positive research with investment idea

Independent Broker Dealer Channel Advisors

- More printed materials
- Webinars on economic data and CARES Act
- Talking points about previous market drawdowns
- Information about new products and /or investment techniques that are safe and effective
- Product changes, programs for small business, any updates on changes on rules/regulations
- Plain talking, preapproved FINRA pieces that can be shared with clients
- Facts related to other bear markets / downturns messages of hope.
- Pre-approved, client ready PDF documents on market volatility, new government regulations, market outlook, etc.
- Talking points about the economy and markets
- Outlook on current Fed programs and how to help small business owners navigate the survival process
- Understanding the government's timeline as a moving target and not a specific date to focus on
- Discussion of outlook and strategies that can be implemented with clients
- Summaries of key points in relief programs and how to assist clients in applying for those programs
- I don't feel there is anything that can be done that isn't already being done...we do feel as though we are being bombarded by asset managers and wholesalers trying to get access to us
- What to send regarding other conversations to get their mind off of markets
- Reduce the number of emails and webinars
- Make what is sent concise and clear
- Conference call with interested clients, asset managers, and doctors
- More clarity on the potential effect of the virus on the economy
- New rule updates and how they affect clients and small businesses
- Client approved content on legislative changes that we might not have much experience and expertise with

- I think generally staying in touch, providing information
- Continue to create client and participant approved data on what to do and not do
- Factual data relating to past market performance during previous recessions/crisis and information/idea's on areas of the market that look most attractive relative to their risks
- How to capture new clients in this environment
- Perspectives from past event driven market dislocations
- Lord Abbett reached out to me to share their thoughts on the market and what I could be telling clients and how to take advantage of the rebound in the equity markets...helpful and useful information...all the financial companies should be doing the same
- My current asset partners are providing what I need
- Regular briefings via email/webinar recurrent and potential market activity
- The additional time needed to contact all my clients
- They are all trying...too many webinars, conference calls to choose from
- Current and timely client facing economic reports in easy to understand terms for all levels of investment knowledge
- Timely updates to share like the CARES Act overview pieces that put this market decline into perspective with other declines
- Conference calls with clients
- Ability to open accounts online without paper shuffling back and forth to client...use of digital signatures...of course, this would be helpful anytime but especially now
- I feel that there has been plenty of good communication from managers and my broker dealer
- Client approved material, historic graphs, don't panic material
- Market outlooks
- Updated guidance
- Finding prospects
- Analysis of comparisons to the Financial Crisis of 2008-09 and the eventual recovery
- Short and concise calls/interaction
- Specific information on any adjustments to management strategies asset managers will need to make
- What the biggest struggles will be to get the economy moving again
- Asset class specific updates, as current as possible -- where are the opportunities and minefields?
- Helping more clients without having to see them face to face
- Materials that help clients to understand what is happening and how it resembles the past
- Explanation of the changes and information related to the stimulus program as I could use information on how to talk to my clients about what they might qualify for

- I am almost getting an overload of information as it is
- More information on new programs that the US government has come out with
- Making sense of all the tax law changes effects on IRAs & 401(k)s, etc.
- Weekly information and insights
- Private WebEx/Skype conferences for my clients to join in on anonymously perhaps
- Organizing webinars for select group of clients
- Tips on how to not go stir crazy
- Long term financial planning sales material and ways to present these concepts to clients in a way they understand
- Overall views and help with connecting "real world" issues, like the pandemic, with overall market expectations - i.e.: "client language" info without getting stuck in the "weeds" or being too simplistic
- I am already receiving investment outlooks form my broker dealer
- Way to position portfolio for what happens post Covid-19
- Protection for boomers
- Client approved content relative to understanding current economic conditions and conservative projections on future changes
- Better support in understanding the communication of governmental social constructs as they relate to pandemics and human behavior to better prepare for the next "breakout"
- Need help marketing to current customer base
- Help with the federal programs out there
- Help with virtual meetings
- None from outside managers as we get all we need from our custodian
- Call topics
- Once I am able, help in client events would be important
- Market updates that can be sent to clients and market update calls that clients can be part of
- Client communication/education topics
- Real time updates
- This is not my first bad market so, in my opinion, all the carrying on has been way overdone and the markets will recover - as usual
- Portfolio rebalancing tools to actively reposition portfolios to better participate in the eventual recovery from this event
- I appreciate thoughts on the health and anticipated direction of the stock and bond markets
- Lots of pre-approved content than can be disseminated quickly
- Talking points to share with clients

- I need to know changes made by them in products, restrictions, and other issues prior to meeting with clients
- I rely upon candid economic assessments from multiple sources...more honest candor from economists employed by all the above would be helpful
- Different ways to engage new clients during this market disruption
- I don't need additional support but just the continued updated information from their Chief Investment/economic strategists...most up-to-date information possible and continually
- Perspective on the longer term aspects of this medical driven event
- As much raw data and charts as we can get our hands on
- It is an avalanche of opinions and advice...if I didn't trust you before, i.e. my broker dealer, I'm not going to trust you now
- Up to date information
- List of all available government stimulus/relief programs, with links to easy to follow procedures on how to qualify for, apply for, and get them
- The more information I can get the better I will serve my clients...I guess unbiased, buy side analysis would serve me best
- Getting great support now thanks
- Quit overloading me with too much information as my emails have more than tripled
- Sector opportunities
- They are doing all they can keeping us informed about pm decisions and thoughts so no change
- Practice management enhancements
- Most clients need quick action on SBA loan/grant approval...what actions can they use to get in the front of the line?
- I have no time for webinars or long white papers...any kind of reduction or 5-minute calls from internal wholesalers getting me a short version would be helpful
- Client approved material related to previous negative financial events
- Understanding new federal programs and the effect of Fed actions to the markets
- Historical perspective
- New government rules
- More info from their portfolio manager on how they are behaving in these challenging times
- Additional guidance on what we can send clients and how we can let them hear directly from our research team via video instead of reading material
- Just more info on sectors that specifically will be impacted either positively or negatively
- Up to date information and more concise information
- Charts, facts, research data
- Specific help for small businesses applying for PPP or other grants/loans

- Dumbed down info or examples that I can show/post/email to clients that they can understand
- Behavioral finance topics
- Loosened compliance restrictions for fiduciaries
- Help with specific opportunities for recommendations to clients
- Clear materials on sustainability, impact and ESG investment approaches and how their application mitigates the volatility of the markets
- Getting new clients
- What they see as a direction depending who they are
- Conference phone meeting with clients
- Letter from annuity provider to contract holders
- Client letter insert when sending out statements or email notices
- Information on new government program and how they will affect my clients
- Content that I can use for my weekly Facebook live and other communications relevant to the markets and the current pandemic
- Facts related to major market downturns, facts related to pandemics worldwide in the past and how it impacted economies
- Rules changes like no RMDs this year, etc.
- No additional support needed...there are currently many resources out there for advisors
- Silence
- Reasons to stay invested
- Webinars with Zoom
- Lead and prospect referral source
- Compliance approved videos that could be emailed to clients
- Market updates and perspectives on investing over the longer term
- I am actually very satisfied with all the support I'm receiving from my BD
- Good analysis on impact on companies short and long term
- Long-term, historic data on market cycles, especially during "significant" stressed markets and how the markets fared over certain periods of time
- Continual updates on market impacts to clients and ideas on how to best manage
- Continue to provide updates with latest economic projections
- Being kept up to date on any changes that would affect our clients
- Concise
- Information on how markets have behaved in previous recessions
- Best practices and simple illustrations to show long-standing concepts
- I would like them to reach out to me and find out how I am doing and provide some emotional support

- I think technology support in a compliant manner would be most useful in helping support clients
- Reasons to stay the course
- Understanding the CARE bailout
- Continuing information on new rules and how to continue to do business online
- Current need is a tool to rebalance client assets at a household level, that allows me to control overall asset allocation and location
- Just about anything that helps the clients
- Creative ways to stay in contact as well as ways to reduce clients' worries
- I don't need the same old, we just need to ride this out message comparing what has happened in the past to now I need more information that helps me convey certainty in the economy, things I can use to bolster the plans that we already have in place Less data and more content
- Discussion points, how to talk enough but not take up too much time to satisfy their needs
- Already getting everything I need
- Mostly data, charts, info that can be easily used for personalized, firm-branded content to be shared with clients via email, website and video conferences
- Updated economic forecast and updated timetables for a more normal approach to all that we do
- Charts, graphs, prospecting ideas
- Pre-approved materials that we can send out to clients
- Client approved articles that have a variety of topics including the markets and coronavirus, but also positive messages and lifestyle types of communications Something to maybe help takeaway anxiety and stress and negativity
- Offerings for a client approved meeting where the wholesaler and clients and advisor can all participate with a very catchy and relevant topic
- Zoom meetings
- Great graphs and visuals to show to clients
- Clarification of new rules and programs
- Talking points on their investment options and how to expect them to react
- Accurate information and limit the information so we do not get information overload which can have a negative impact
- Guidance on potential investment opportunities and what may be best to avoid
- Client approved pieces on long term impact of pandemic
- I would have thought my BD would reduce our costs but they have not, also they could have had some prepared ads for our clients but again none
- General marketing material as in the past is good for future

- Factual info to help me decide how low market will go and when it may rebound...but not 'hope' information....facts...however, at this time Bloomberg charts and articles that help 'see; the future I find most helpful as the current environment is nothing anyone alive has experienced In my 40 year career ...declines happened before I could discern the cause It seems clear to me we can see future declines coming this time...first time in my career I have contacted most clients and taken around 50% of my AUM to cash or adjustable rate insured mortgages (more income than MMF)
- Additional market updates and insights into specific areas if concern
- Ideas about how to effectively and efficiently touch base with more clients
- Webinars, client material
- How to quell fears, any opportunity or at least flat positioning
- Historical context and analytics of prior recessions

RIAs

- I do my own research... I read 3 newspapers online, use CNN, MSNBC, Fox, 23 magazines, Johns Hopkins coronavirus website and other information from the web
- I would like to tell clients what professional investors are looking for and what will bring higher levels of confidence
- Brief videos which can be branded for my firm would solve multiple purposes
- Help filling out small business loan claims
- White labeled info we can share and potentially brand
- Info on changes like the CARES Act
- Trends and historical data in moments of turmoil and market duress
- Preparing investments for the coming environment or the "new normal"
- Having as accurate information and update information on economic and financial news and situations
- Whitepapers or client approved literature so I don't have to re-create content
- Simple tools or ideas to leverage the law changes
- Investor as well as advisor psychology to put current events in perspective and stay active for the long term
- Webinars providing information on markets, behavioral methods for clients, creative ways to stay in touch with clients
- Behavioral investment pieces to encourage long-term perspectives
- Fact based techniques to apply market models / technical analysis
- Webinars with asset managers with proven track records
- Information that can share with clients
- Best ways to serve business owners impacted by closure
- I would like asset providers to tell me which new products they are likely to offer in the near future

- Good materials on the CAREs act
- Topics and data to help calm down clients
- Scripts or information that doesn't sound so canned
- Economic and market research
- What my asset manager does historically and currently...in short, keep on keeping on
- Effective ways to prospect and establish new client relationships in this current environment
- More information highlighting similar pandemics and what their impact was on investing...this time is not really all that different from past experiences
- The biggest challenge is context or perspective
- More information about the rules and guidance behind PPP
- Clients want communication from their advisor...custodians, asset managers, don't have a face...successful advisors are proactive and their clients know they care, especially in times of crisis
- Blast generic emails, are weak, communication needs to be personal
- The one thing that I could use from any source are client referrals as I have delivered positive returns each month in 2020 and that follows a return of 35.8% in 2019
- I love getting forward thinking optimism
- More frequent analysis of trends
- CARES Act information
- Market outlook pieces
- Just good news flow and fast internet
- The new programs that are being put out by states and the federal government are very complex and we would like more information on them
- Talking points
- Timely accurate information
- Government programs
- Non-advertising client-ready materials
- Not looking for outside support
- Honestly, I am not looking for anything more than I have already received
- Options opportunity
- Guidance different approaches to unique market conditions
- More historical information
- Specific, helpful tips
- Updated client approved charts and graphs of virus impact
- Online webinars with separate account managers
- Updated information on changes to the Act(s) as they are changing so rapidly...hard to keep everyone up on what is happening in live time

- Charts and infographics about historical returns and relevant statistics that make it easier to understand
- Client ready scripts or newsletter content specifically related to the emotional and physical impacts the pandemic is having and suggested means to handle being isolated and perhaps fearful
- Planning considerations with new legislation and economic outlooks
- Just regular updates
- Advisor Perspectives has been a great resource that we have been able to share
- They need to be coming out and being calm voices during periods of panic...over communicate that
- Most money managers are dumb driven cattle as they buy high and sell low, very few are preemptive and patient, Nassim Taleb explains this very succinctly in "Antifragile"
- Information on how to take advantage of government programs they may not know they are eligible for
- Implementing instructions to stop RMD distributions for 2020
- Market outlooks, detail on holdings and sectors
- Many of my clients own businesses so they're deeply involved with PPP and other CARES act programs, which were poorly rolled out and ended up having frequent (unnecessary) changes or additions
- More client approved information
- Easy to read, yet detailed description of federally enacted legislation during the "crisis"
- I'm not wanting for anything I don't have or haven't come up with on my own
- We are inundated with e-mails and phone calls from wholesalers - it would be helpful if that would slow down - don't write or call unless there is something useful to say
- Expert medical information with a markets backdrop
- Quick, succinct, timely is always welcomed and little need for lengthy practice management topics at this time
- Potential scripting suggestions for client/advisor phone calls
- Really, receiving enough information and support except for clear reporting on tax compliance changes that can affect RMDs, due dates, et al
- The rules are changing and in an already fluid environment...thoughts on the impact of those rules and how they may impact trends already in place
- Historical data to help frame that this crisis is temporary
- Educational content on markets, economy and legislation
- Economic updates
- Anything where I don't need to re-create the wheel
- Features and benefits literature for client education meetings
- Planning opportunities due to new rules, regulations, programs and market environment

- Analysis of stimulus impact on clients and small businesses, dislocations in orderly market behavior, liquidity issues, custodian operational challenges, how to automate some client tasks or engage clients to establish online access to their custodian accounts (reduce our staff time moving money, getting hard-copy forms signed, etc.)
- More market and product information
- Stop the spreading of fear
- Current, unbiased, and non-advertising informational materials I can share with my clients...too many pieces are focused on issues presented in a way to drum up business for the wholesaler
- Just having access to our fund's PMs via telephone when we need it
- Behavioral finance tips to improve communications with clients
- Information concerning similar downturns
- It would be nice if I better understood what was contained in the CARES Act...I have an idea but most of it came from traditional media rather than financial media, I really need to know how I can apply the CARES Act to better help my clients
- Help deciphering all the rule changes and how they impact individuals personally and financially
- A breakdown of the CARES Act
- How to handle clients during this period...I am getting slammed by asset managers and people trying to sell but I am an experienced institutional portfolio manager running an RIA, it is not productive for asset managers to push strategies at this point...lay off on the sales pitches
- Webinars, charts, graphics
- Analytical material putting current events into proper historical perspective (i.e., helping to understand the probability distribution of what's to come)
- How managers are adjusting their portfolios in reaction to the crisis
- Bringing on epidemiologists, infectious disease doctors to talk through what the most likely outcome/what to expect with COVID.
- Helping clients understand that the light at the end of the tunnel is not an oncoming train
- More detailed annuity information, more detailed information on large cap stocks intrinsic value
- Keep it real but don't get hysterical
- Vetted info on CARES Act that cuts through all the headlines
- Any content that can be shared with our member base is extremely useful during these times
- Clear concise reports on the best response to the market volatility

- I would like to be able to invite clients to join conference or video calls addressing relevant topics like current and expected economic conditions, regulation, tax and legal topics, and investment discussions
- Items that are client approved that specifically discuss market activity, as well as non-market related items (mental health, home with kids, working from home, etc.)
- Best practices strategies
- Investment analysis related to current events, within very long-term perspective
- Market forecasts, virus forecasts
- Information on the stimulus and other Congressional rule changes that could impact all US citizens
- Whitepapers
- Brief but calming advice on moves they are taking to manage volatility
- Charts and graphs, whitepapers
- How the CARES Act and any additional stimulus impacts our clients, and things we should look out for / opportunities to take advantage of
- Assurance that companies we work with are strong and can weather this economic body blow
- Economic analysis and outlook
- Information that can be delivered to the clients
- Change in capital market assumptions forward projections
- Historical perspective of bear market behavior/recovery periods
- Data-driven analysis showing impact on markets of virus
- Soul searching about how this entire business has structured itself ...asset gathering, SMA accounts, niche marketing
- Succinct spin-free sales-free summaries with useful information
- Providing updates daily (currently) or weekly (when things are more calm) that I can forward to concerned clients... printable PDFs are the most versatile as they can be emailed or shared on a smart phone and for older and tech restricted clients, they can be printed and faxed or scanned
- Worst case scenario modeling or short term solutions to volatility
- Information to help compare this volatility to past volatilities
- I don't have asset managers or insurance providers; I want my custodian to provide their usual swift accurate service
- Insight to ideas that other client facing advisors are doing/handling issues, communicating, thinking
- Down to earth conversation and over 30 years of market experience to give guidance from
- Short, concise summaries of relevant new laws, regs, rules with practice recommendations

- Spreading the word on best practices in business and personally as well as guidance on the new laws/changes to retirement planning and loan programs
- Performance comparisons vs. fund expectations/style etc.
- Ban short selling of securities, and manipulative ETF redemptions
- Historical perspectives - relating now to past market declines and pandemics
- Behavioral finance, things to soothe investors to maintain long term perspective and not short term thinking
- Materials that can be incorporated into client-emails, blog posts, etc.
- Compliance approved client materials
- A compliance department that expedites approval of client communication
- Behavioral finance
- Market outlooks
- Calls, webinars for advisors and clients
- Client approved materials we can share
- Continuing to keep us up to date on legislative updates and uncertainties affecting the stock and bond markets

IV. Implications and Outlook

This report offers a snapshot of how advisors are managing the challenge posed by the coronavirus. We acknowledge there is a high degree of uncertainty that remains to be addressed including the progression of the pandemic and the short and long-term impacts on the U.S. and global economies. It would not be surprising if advisor perspectives evolve as our collective understanding of the implications of the virus advances over time. Nonetheless, we believe the findings from this point-in-time analysis provide helpful perspective to product providers, distribution platforms, and other firms that deliver their products and services through financial advisors.

Several key conclusions and themes emerge from the findings:

- A focus on client engagement – It is clear from the research that advisors are being proactive in reaching out and communicating with clients regarding the fallout from the coronavirus. Having learned from past market downturns, advisors are connecting with clients by phone and email, as well as by leveraging remote meeting technology. It is anticipated that sustained contact with clients will be needed given the unpredictability of the situation as we move forward in dealing with the impact of the pandemic on the economy, financial markets, and investing.
- Staying the course as far as investing – Advisors appear to be staying the course as far as their approach to managing assets despite the extreme market volatility. Few advisors have made significant changes to portfolios with most having made only minor changes to client portfolios, if any. This aligns with high confidence expressed by advisors in being able to meet the needs of clients despite the uncertain environment.
- Receptive to additional support – Many advisors have already taken advantage of resources made available from key sources such as asset managers, broker

dealers, and the third-party providers. Despite the widespread availability of these value-add capabilities, advisors are receptive to additional support for a variety of topics including accessing government stimulus programs, framing market performance against past periods of volatility, attracting new clients, and understanding the lessons of behavioral finance and how these can be applied to the current unsettled situation. Providers should continue to develop innovative support that address the needs of advisors, recognizing there is broad opportunity to deliver relevant value-add resources that relate to the coronavirus and the impact on investors.

- Questions regarding the future – Advisors recognize they are not immune to the business fallout associated with the coronavirus. While most advisors do not perceive their ability to support clients has been greatly disrupted by the restrictions put in place to combat the coronavirus, they do acknowledge the negative impact upon key practice metrics, notably revenues and profitability. How a projected decline in the financial strength of advisor practices plays out over time may accelerate consolidation and the exodus of small practitioners from the industry.