

CONSUMER PERCEPTIONS: What Matters Most When Selecting a Financial Professional



It's vital to understand the qualities individuals consider essential in a financial professional (FP), as well as the preferences that influence their selection.

Most Important Attributes When Choosing a Financial Professional



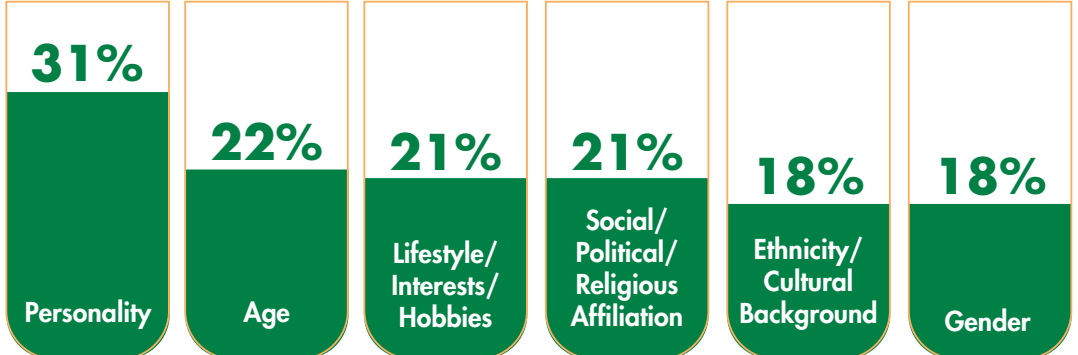
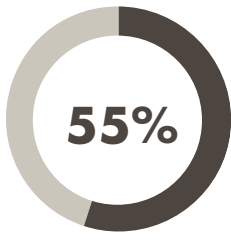
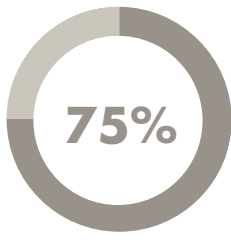
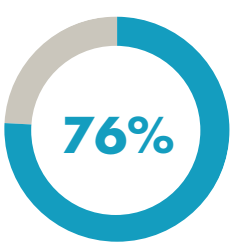
Customers currently working with or interested in working with an FP cite trustworthiness as the most important attribute when choosing their financial professional.



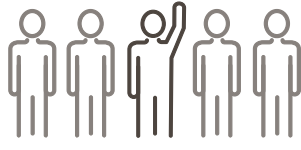
1 in 3 consumers say "personal characteristics" are an important trait when choosing to work with a financial professional.

■ As a percent of all consumers.

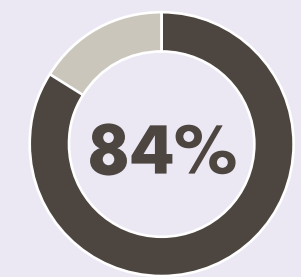
TRUSTWORTHINESS



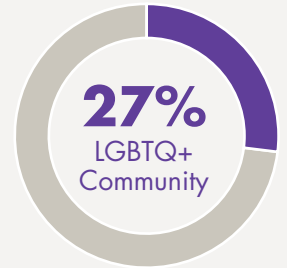
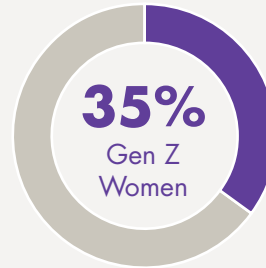
Does Gender Matter?



About **1 in 5** adults would prefer to work with an FP of the same gender because they feel they can better relate to them.



Gen Z women and members of the **LGBTQ+ community** are more likely than others to prefer working with a **female** financial professional.



What's Behind Gender Preference?

Consumers who would prefer a female FP

60%



- Soft skills
- Personal traits
- How they make me feel

Consumers who would prefer a male FP

45%



22%



- Like me
- Relatable

19%



14%



- Hard skills
- Performance
- Service

26%



Ethnicity and Age May Also Influence Consumer Preferences



1 in 4

say they would prefer to work with an FP who has a similar ethnicity/cultural background.

Black (36%) and **Hispanic (30%)** consumers express this interest at greater rates.

50% said they have no preference for an FP's age, but among those who do, FPs aged **35-49** are the most appealing followed by those who are aged **50-64**.



When it comes to choosing a financial professional, it is evident that trustworthiness emerges as the most crucial attribute, followed by experience and expertise. **A successful financial professional should possess a combination of these, as well as a balance of soft and hard skills. This will help ensure a good relationship between the consumer and the financial professional.**