

# 2018 U.S. Trust Insights on Wealth and Worth®

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**On screen image:** .

A man and woman are with at a cocktail table looking through a picture book with a small child.

**On screen image with background music:**

A man and woman paddle board into the sunset on a large body of water

**Text overlay:**

What's holding people back from putting their wealth into action?

**On screen image:**

Images build to a split screen with a woman and two men sitting at an outdoor dining table, a couple with beach gear walking through a sand dune, an aerial view of a sailboat and a couple driving in a convertible.

**VO:**

It is often thought that financial success comes with a certain level of financial freedom:

**On screen image:**

Split screen images of a woman looking at a painting, a mountain climber reaching the summit and people in business suits at a ribbon cutting ceremony

**VO:**

the freedom to pursue passions, to take risks, to give back

**On screen image:**

An image of a wind farm replaces the image of the woman looking at the painting. Still images of the wind farm, mountain climber and ribbon cutting ceremony roll to video

**VO:**

and to make an even bigger impact.

**On screen image:**

Video of people signing documents replaces video of ribbon cutting ceremony and spreads to the entire screen

**VO:**

And while increased wealth does provide the ability to do more, it also comes with increased obligations and demands.

**On screen image:**

Build of Putting Wealth Into Action art card with overlay of 2018 U.S. Trust Insights on Wealth and Worth®

**VO:**

The 2018 U.S. Trust Insights on Wealth and Worth® asked nearly one thousand high-net-worth individuals about their approach to building wealth

**On screen video:**

Older man and woman looking through the book with the young child

**VO:**

and the extent to which they are using it to realize their aspirations and goals.

**On screen video:**

Close up of two people talking

**VO:**

The results reveal that despite the many opportunities their wealth provides,

**Art Card Overlay:**

Build of two pie charts showing 90% say they have financial freedom and 47% have defined a purpose for their wealth

**VO:**

less than half have defined a purpose for it

**Art Card Overlay:**

Build of two pie charts showing 84% value giving to those in need and 31% are fully satisfied with what they're doing to help others

**VO:**

or feel fully satisfied with what they are doing to help others.

**On screen Image:**

Woman reviewing documents with an advisor with art card overlay of pie chart showing 49% have put a plan into action

**VO:**

Overall, less than half have put a plan into action.

**On screen image:**

Pie chart replaced by expanded image of two pie charts showing 65% progress made when working with a wealth manager and 51% progress made without any advisor

**VO:**

However, those who use an advisor with a more comprehensive approach are further along in achieving their goals.

**On screen video:**

Man and woman jogging on a city street

**VO:**

For many people, their strategy reflects changing trends in investing —

**Art Card Overlay:**

Graphic with two triangles showing that for Millennials, 61% don't believe stocks and bonds alone achieve above-average return compared to 25% of Boomers

**VO:**

especially Millennials, who are less reliant on traditional stocks and bonds

**On screen video:**

**Young man looking out a bank of windows to a cityscape**

**VO:**

and instead are looking to grow their wealth

**Art Card Overlay:**

Graphic of two triangles showing that for Millennials, 39% own tangible investment assets compared to 24% of Boomers

**VO:** by adding alternative strategies and assets.

**On screen video:**

Wind farm

**VO:**

Another trend on the rise

**Art Card Overlay:**

Graphic of two triangles showing that in 2015 23% of individuals review their portfolio for impact compared to 37% in 2018

**VO:**

is that more individuals are using investments as a reflection of their personal values.

**On screen image:**

Man looking at art

We also saw art lovers viewing their collections as more than just a passion.

**Art Card Overlay:**

Graphic showing two triangles with 29% incorporating art into their wealth planning in 2017 compared to 42% in 2018

**VO:**

Many are now including their collections as part of their overall financial picture.

**On screen video:**

Business men at a meeting

**VO:**

When it comes to business owners, a common strategy for many is investing in employees who add value to their company.

**Onscreen video:**

Business owner meeting with a team

**VO:**

However, it may be surprising to learn that

**Art Card Overlay:**

Graphic showing 1 in 3 business owners have a formal succession plan

**VO:**

only one-third have a formal succession plan in place, putting their employees at risk.

**On screen video:**

Tailor measuring a man for a suit coat

**VO:**

Ultimately, there's no one-size-fits-all approach.

**On screen video:**

Split screen of the tailor and mountain climber changing to a split screen of the paddle boarders, the mountain climber and the document signing

**VO:**

Identifying priorities, managing competing ones, and working with an advisor can provide the clarity needed to develop the right plan.

**Image:**

Build of flagscape background with overlay of 2018 U.S. Trust Insights on Wealth and Worth\* and logo for U.S. Trust Bank of America Private Wealth Management

## **On screen disclosure with U.S. Trust logo:**

### **Important Information**

Opinions and findings expressed herein reflect those of the 2018 U.S. Trust Insights on Wealth & Worth® survey, and may differ from those of U.S. Trust and Bank of America Corporation and its affiliates. The information presented in this video is for discussion purposes only and is not intended to serve as a recommendation or solicitation for the purchase or sale of any type of security. This video does not constitute investment advice and is issued without regard to specific investment objectives or the financial situation of any particular recipient.

### **Survey Methodology**

The 2018 U.S. Trust survey of High Net Worth investors is based on a nationwide survey of 892 high-net-worth and ultra-high-net worth adults across the U.S. A total of 892 HNWI individuals with \$3 million or more in investable assets, not including the value of their primary residence, completed the survey.

U.S. Trust commissioned the independent research firm Phoenix Marketing International to administer the online survey, analyze the data and test for statistical relevance. The double-blind survey was fielded over a six-week period, beginning in January and completed in February 2019.

Quotas were established by age, investable asset size and for business owners to ensure sufficient representation of groups of interest. The final sample was weighted to the true representation of HNWI households by age, asset level and business ownership and are not representative of U.S. Trust clients.

Asset information was self-reported by the respondent. Verification for respondent qualification occurred at the panel company, using algorithms in place to ensure consistency of information provided, and was confirmed with questions from the survey itself. All data have been tested for statistical significance at the 95 percent confidence level.

Alternative investments are intended for qualified and suitable investors only. Alternative Investments such as derivatives, hedge funds, private equity funds, and funds of funds can result in higher return potential but also higher loss potential. Changes in economic conditions or other circumstances may adversely affect your investments. Before you invest in alternative investments, you should consider your overall financial situation, how much money you have to invest, your need for liquidity and your tolerance for risk. Alternative investments are speculative and involve a high degree of risk.

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