



escalent

VOLUME 4 | MARCH 27, 2020

Financial Services COVID-19 Market Research Perspectives

Ongoing coverage of COVID-19's impacts

Advisors are helping millions of clients navigate the financial fallout of the current crisis. What are they thinking and doing in these volatile times? This volume is full of perspectives and fresh data from advisors spanning the time period we are calling 'the eye of the COVID-19 storm.'

We encourage you to attend the upcoming Cogent Syndicated webinar that will share even more data, and further bring that data to life for you.

Also, [click here](#) to read our latest blog and catchup on past newsletters.

COMPLIMENTARY WEBINAR

Advisors In the Eye of the Storm

DATE: Tuesday, March 31

TIME: 2-3pm EST

TO REGISTER: Email cogent@escalent.co



We've got you covered.

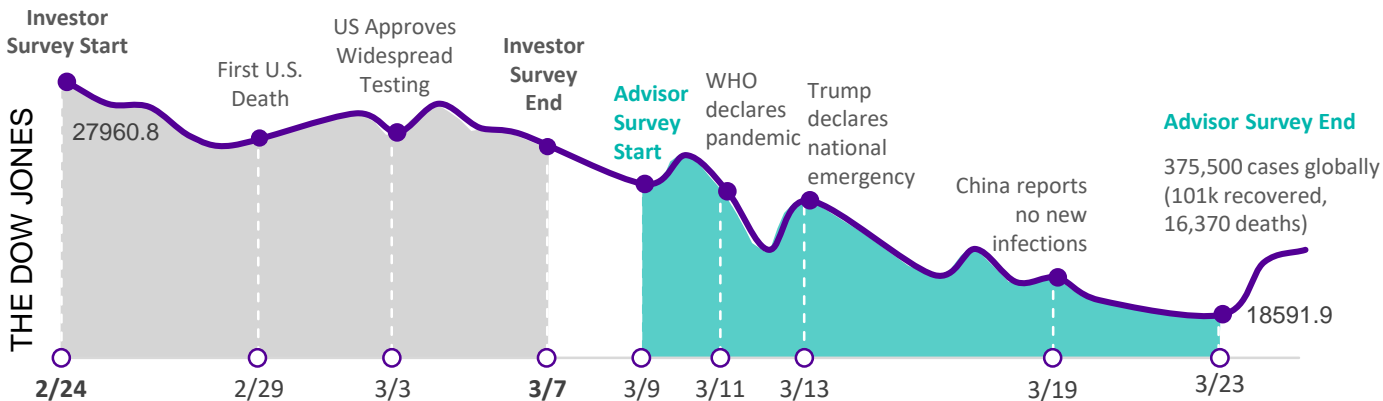
What to do:

- 1 Attend Complimentary Cogent Webinars
- 2 Keep a Long-Term Outlook
- 3 Stay Tuned For Wave 3 Insights

Advisors in the Eye of the Storm

“As the economic impact of the COVID-19 pandemic became evident, advisors across the country began voicing their concerns and putting plans in place to calm investor fears. This is a dynamic situation that affects advisors across all channels and AUM levels. Through our continuous data collection, we’re in a unique position to help our clients keep a pulse on the attitudes, perceptions and behaviors of advisors and investors alike as we weather the storm together.”

– Linda York, SVP, Financial Services, Cogent Syndicated



IN ADVISORS' OWN WORDS:

Biggest Concerns for the Global Economy

“**Unknowns...** If it continues to stay as volatile as it is, we could not see a full recovery for years. Or things are sorted out and we see massive recovery in 12-18 months... too difficult to predict the lasting impact at this point.”

“I think we are in the beginning of our **next recession** and that the world governments don't have the tools to quickly turn it around. I think that the fear from COVID-19 will make things **much worse before they get better.**”

“**Global supply chains** will dry up... will put a **strain on businesses in US...** This will impact the economy hard.”

Impact On Clients' Portfolios

“**Short term downside**, something of a **buying opportunity.**”

“Going to cause a **temporary correction.** My average client will lose less than 20% of their value. I expect them to **fully recover** by the end of the year and have a net positive rate of return. Planning is in place to protect their downside.”

“May be the main precipitating factor to start the overdue market correction... would have happened at some point... just so happens Coronavirus was the thing that came along. Given adequate time and diversification, clients should **all be fine long-term.**”

Cogent Beat™ Advisor Methodology

- Online survey
- Representative sample of 768 financial advisors across all channels and AUM levels
- Fielding period: March 9-March 22, 2020

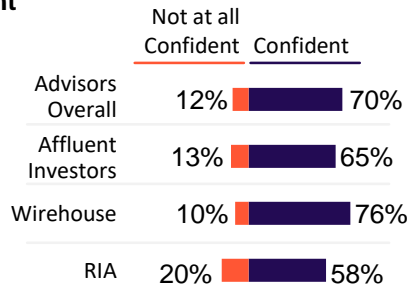
Cogent Beat continuously tracks sentiment and behaviors of financial advisors and affluent investors.

Have additional questions? Escalent can add a proprietary module within the survey for you. Talk to us.

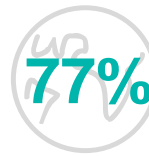
Advisors in the Eye of the Storm

Advisors Remain Confident

Reflecting their long-term outlook, advisors' level of confidence is as high as affluent investors surveyed pre-pandemic. Advisor confidence remained unshaken between week 1 and week 2 despite starting to feel more impact on client portfolios.

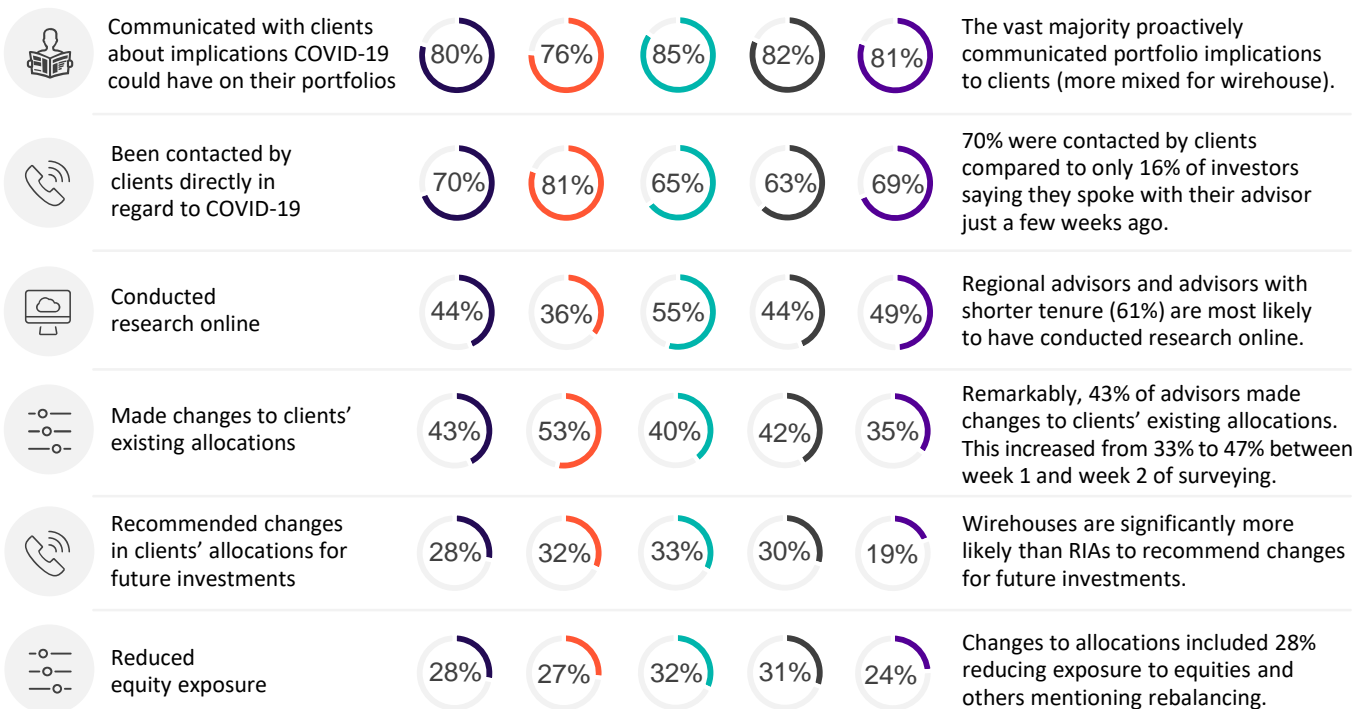


Yet COVID-19 Dominates Their Concerns



77% of advisors mention the COVID-19 virus and its impact on the economy as their biggest concern, with this worry predominating across all segments of advisors. This is a steep increase compared to 54% of affluent investors a few weeks ago.

Advisor Actions Taken As a Result of COVID-19



"We look forward to putting these insights into action for our clients during our webinar next week. These insights are just the beginning, and soon we'll be able to share what sources of information advisors are relying on as well as which asset managers stand out in advisors' minds for their COVID-19 related communications."

– Meredith Lloyd Rice, VP, Financial Services, Cogent Syndicated



Upcoming Questions for the 'New Normal' Survey Wave (3/24-4/6)

- Economic outlook
- Investment opportunities
- Sources of info for COVID-19
- Additional actions taken (e.g. shared educational resources, market updates, commentary, and/or perspectives with clients)
- Specific asset managers advisors recall receiving info from on COVID-19
- Advisors' descriptions of valuable asset manager communications on COVID-19

We've got you covered!

Our financial service research experts are committed to bringing you the data and insights you need to more effectively run your business. Let's continue our strategic partnership to keep research moving forward in a time when the financial services sector needs it more than ever.

Meet just a few of our financial service research experts:



Talk to us.

Linda York

SVP, Financial Services

Cogent Syndicated

P: 617.715.7617

E: LINDA.YORK@ESCALENT.CO

Meredith Lloyd Rice

VP, Financial Services

Cogent Syndicated

P: 617.715.7630

E: MEREDITH.RICE@ESCALENT.CO

About Escalent

Escalent is a top human behavior and analytics firm specializing in industries facing disruption and business transformation. As catalysts of progress for more than 40 years, we tell stories that transform data and insight into a profound understanding of what drives human beings. And we help businesses turn those drivers into actions that build brands, enhance customer experiences and inspire product innovation.

Visit escalent.co to see how we are helping shape the brands that are reshaping the world.