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### **How The Emerging Affluent Are**

The “emerging affluent” class, as defined in the latest Fidelity Millionaire Outlook study, has many of the same habits and traits as today’s millionaires and multimillionaires. You are in this class if you are 21 to 49 years of age with at least \$100,000 of annual household income and \$50,000 to \$250,000 in investable assets.

### **Fidelity Study Identifies the Habits of Future ...**

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The emerging affluent are consumers who earn enough to start saving – and investing – but why are many not saving enough? The emerging affluent are a rising consumer class with big financial goals,...

### **Are you an emerging affluent? | banking-on-innovation ...**

influential demographic: the emerging affluent. The emerging affluent are consumers who are earning enough to start saving – and investing – and that's what makes them a crucial engine of economic growth. In the following pages, we reveal how a looming savings gap threatens the spending power of this group. Now in its third year, Standard Chartered's Emerging Affluent

### **How the emerging affluent are preparing for tomorrow**

The emerging affluent are active savers (two in three put money aside every month) and they have big dreams – owning their own home and a good education for their children are top of the

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list, according to our report.

## **The emerging affluent - mind the savings gap | Standard**

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Welcome to the world we call “emerging affluent.” You’re on the right path, but just a couple bumps in the road toward your financial goals and, well, there go your big hopes and dreams. At Stearns Financial, we know what it takes to fully optimize and plan for the various twists and turns that come with living a rich and full life.

## **Emerging Affluent | Stearns Financial Group**

The emerging affluent are active savers (two in three put money aside every month) and they have big dreams – owning their own home and a good education for their children are top of the list, according to our report. The emerging affluent – mind the savings gap | Standard...

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## **[Book] How The Emerging**

Florida's bankers and brokers call them the "emerging affluent." Several hundred thousand strong, they are lawyers, doctors, business owners and entrepreneurs who have six-figure incomes at...

## **The Emerging Affluent - Florida Trend**

"For those who wish to pursue the emerging affluent dream, embracing education, hard work, integrity, ingenuity, and most importantly sacrifice are monumental in helping pave the way to a more ...

## **Why the Emerging Affluent Are More Likely to Be Women, Non ...**

As part of Plante Moran Financial Advisors, one of the nation's top independent advisory firms\*, Drive is specifically designed

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for emerging affluent and affluent clients who value financial clarity and simplicity amidst their busy lives, and want a dedicated financial advisor who knows their personal situation and can help guide them towards their financial goals.

### **Investment Advisory: Affluent and Emerging Affluent | How ...**

Around the world, a generation of up-and-comers are making themselves heard in the world's economic centres: the emerging affluent. In this group lies much of the future wealth and power of the global economy.

### **Welcome to the 2017 Standard Chartered Emerging Affluent ...**

The most common savings approach among the emerging affluent is the use of a basic savings account. Forty-three percent adopt this approach across the region. In China and

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South Korea, however, a time deposit is the preferred approach to achieving a top savings priority.

### **How do the Emerging Affluent in Asia Save? - BRINK - News ...**

LONDON, 5 October 2015 - The emerging affluent across Asia and Africa are confident about their market's growth prospects, expect their incomes to rise, have clear spending plans, and are highly confident in achieving their long-term wealth goal, finds a new GlobeScan study commissioned by Standard Chartered.

### **The Emerging Affluent: Aspirational and Ambitious | GlobeScan**

PwC estimates the emerging affluent accounts for 39 million U.S. households that control 51% of investable assets. Focusing on this segment is a far more cost-effective strategy than pouring efforts into a market already over-saturated with financial

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services offerings from a variety of traditional and investment banking institutions.

### **Marketing to the Emerging Affluent - BAI**

Emerging Affluents are aged between 24 and 45 and are on the way up, earning above average for their age. HSBC wanted to build an understanding of how they think, feel, act and dream at a very deep level. Insight into this behaviour shared across countries, continents and cultures would greatly help global brand propositions.

### **BVA BDRC | How the Emergent Affluent think - award winning ...**

The emerging affluent are ambitious and tend to want to do all of those, but Johnston said it becomes difficult to reach all of them when the goals are monetized.



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### **Emerging affluent investor class ready to grow - Atlanta**

...

According to him, the emerging affluent are ambitious, highly confident, optimistic, and crave accessibility. To capture this highly significant demographic, banks must be able to go with them anytime, anywhere because they crave convenience and the ability to access their wealth wherever and whenever they wish.

### **Malaysian banks race fintechs in offering digital services**

...

To understand the mass-affluent market in the ten-member states of the Association of Southeast Asian Nations (ASEAN)—Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam—it's important to set aside the typical Asian stereotypes: high-net-worth individuals who inherited their wealth or won windfalls in

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property and security trades and the lavish-spending ultrarich who are depicted in the movie Crazy Rich Asians.

### **Beyond the “Crazy Rich”: The Mass Affluent of Southeast Asia**

The emerging affluent have common planning needs (i.e. budgeting, education, retirement, tax management, and portfolio design). However, equity compensation diversification assistance provides a unique niche that drives reoccurring AUM as the employee receives additional grants of company stock and options.

### **StockOpter Targeting the Emerging Affluent? Consider ...**

The report showed some amazing growth in women by highlighting that 55% of the women are achieving social mobility surpassing men. It also reported that 96% of the emerging affluent women earn a...

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