



Phoenix Marketing International Research Finds That Many High Net Worth Investors Have Not Yet Sought Advice About the Financial Crisis

New Deca-Millionaires, Retirement Jitters, Decline in Millionaire Households, and No Clear Winner for Investment Firms Top Findings

Rhinebeck NY – December 18, 2008 – Phoenix Marketing International, one of the fastest growing research companies in the U.S., announced today the completion of its research - **The U.S. High Net Worth Market - A Segmented Portrait**. Among the findings of this study are that as of mid-October, only about twenty percent of millionaire investors had contacted their current investment advisor for advice about the financial crisis, and the majority (54%) of these high net worth (HNW) investors had actually done nothing different in their investment behavior.

“Our research uncovered some interesting and somewhat counter-intuitive findings,” stated David Thompson, Managing Director, Phoenix Affluent Market. “Our data strongly suggests that many advisors to HNW investors have yet to fully engage their wealthy clients concerning actions that they should be taking as a result of the economic meltdown.”

Another key finding of the Phoenix Marketing report finds that there are no clear market leaders among wealth management firms. While Fidelity has consistently been the most successful in penetrating the HNW segments, there are no firms that stand above others in capturing assets of these investors. Further, firms like Merrill Lynch, Smith Barney, Morgan Stanley and Wachovia are about equal in HNW client loyalty and satisfaction. “The door appears to be open for the emergence of a strong leader in delivering state-of-the-art services and products to HNW investors,” added Thompson.

The Phoenix Marketing 73-page analysis of High Net Worth (HNW) individuals includes a discussion of three distinct segments: \$1 million to \$5 million in investable assets, \$5MM to \$10MM, and \$10MM+. Market size and growth, reactions to the financial crisis, segment demographics, financial profile, investment advisor relationships, attitudes toward investing and advice, retirement readiness, and generational differences are among the discussion topics. In addition, the report includes a detailed analysis of the depth of HNW client advisory relationships with key wealth managers such as Charles Schwab, Fidelity, Merrill Lynch, Morgan Stanley, Smith Barney, UBS and Wachovia.

For additional information about the Phoenix study please see [**The U.S. High Net Worth Market - A Segmented Portrait.**](#)

About [Phoenix Affluent Marketing](#)

The Phoenix Affluent Market Service (AMS) offers both custom research and syndicated solutions to assist clients in understanding trends and issues that impact the affluent and high net worth markets and in developing strategies for revenue growth.

Our Affluent Marketing research platforms are the foundation of our custom research practice. These rich, syndicated databases give clients a competitive advantage through unprecedented access to mainstream affluent, high net worth, and ultra high net worth households. We can profile markets or determine competitive issues that prepare clients for a custom research engagement.

About [Phoenix Marketing International](#)

Founded in 1999, Phoenix Marketing International is one of the fastest growing marketing services firms in the United States. With offices across the country and partnerships with many of the largest companies in the financial services, consumer package goods, automotive, healthcare, and travel and leisure industries worldwide, Phoenix also offers advanced advertising and brand measurement along with direct marketing expertise.

####

Phoenix Marketing Contact:

David Thompson
Managing Director
Phoenix Affluent Market Practice
860-653-1720
david.thompson@phoenixmi.com

Press Contact:

Ray Graber, Graber Associates LLC
781-221-0018
ray@graberassociates.net