



CERULLI  
ASSOCIATES

# The Cerulli Report U.S. HIGH-NET-WORTH AND ULTRA-HIGH-NET-WORTH MARKETS 2018

*Shifting Demographics of Private Wealth*

PRE-RELEASE

## Report Overview

In its eleventh iteration, this annual report provides a comprehensive analysis of the high-net-worth (HNW) (investable assets greater than \$5 million) and ultra-high-net-worth (UHNW) (investable assets greater than \$20 million) marketplaces in the United States. Specific focus is given to the UHNW segment, including market sizing, demands and sentiments, and wealth managers' initiatives to attract and retain wealthy families.

### New themes in 2018 include:

- Expanded coverage of advisors' portfolio objectives, and the types of products and strategies they are using
- How asset managers are applying quantitative and strategic beta capabilities

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**Chapter 1:** Understanding the Implications of Wealth Transfer

**Chapter 2:** HNW and UHNW Households

**Chapter 3:** Sizing HNW Channels and Wealth Managers

**Chapter 4:** Multi-family Offices and RIAs

**Chapter 5:** Private Banks & Trust Companies

**Chapter 6:** Wirehouses, B/Ds, Direct Providers, and Other HNW Practices

**Chapter 7:** Affluent Households' Trust, Satisfaction, and Preferences

**Chapter 8:** HNW Services & Fees

**Chapter 9:** Business Growth Strategies

**Chapter 10:** Asset Management Distribution Strategies

**Chapter 11:** Portfolio Construction and Product Use

## Thematic Chapter Overview

**Chapter 1:** Among the most significant developments in the wealth management industry—currently and in the coming decades—is the generational demographic and wealth shift. Over the next 25 years, Cerulli estimates \$68 trillion will change hands from aging households to their heirs and charity. This shift in wealth will reshape the wealth management landscape over the next quarter century and will force firms to alter their existing business models and services. This chapter takes an in-depth look at how the multigenerational shift in wealth is transforming the HNW market, including sizing the opportunity, best practices to engage next-gen clients, common pitfalls/challenges when transferring wealth, and the implications for HNW providers.

## SUBSCRIPTION DETAILS

\$19,000

ANNUAL

### PURCHASE INCLUDES

- Digital copy and hardcopy in color
- Online access to 14 related reports
- Unlimited online firm-wide access
- Exhibits in Excel
- Key findings
- Analyst support
- Interactive Report Dashboard
- Executive Summary Video

### RESEARCH INCLUDED WITH SUBSCRIPTION

- Ten years of *The Cerulli Report—High-Net-Worth and Ultra-High-Net-Worth Markets*
- *Family Offices and Distribution: Opportunities for Asset Managers 2011*
- *Bank Trusts: Wealth Management and Distribution in a Fiduciary Setting 2007*
- *Private Wealth Groups 2006*
- *Hedge Funds: The Market for Absolute Return 2005*

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