

## Generational personas: Life stages

# Retirees



Financial misinformation is everywhere, and today's investors face an overwhelming amount of content that isn't always accurate or relevant to their needs. As a trusted advisor, your role is to provide clear, confident guidance tailored to where your clients are in their financial journey. This guide focuses on **retirees** navigating wealth distribution and income planning, while protecting their assets from financial fraud and rising healthcare needs.

### Financial priorities

**Sustainable withdrawals** ■ **Estate planning** ■ **Healthcare costs**

### Common sources for financial information

Baby Boomers are the most likely generation to seek help from a financial advisor.<sup>1</sup> However, less than half of middle-market investors use professional financial advisors. Key barriers preventing retirees from working with advisors are: 30% believe they don't have enough money, 15% cite trust concerns, and 33% think advisors are too expensive.<sup>2</sup>

### Trusted advisor actions



#### Address cost concerns transparently

Educate clients on different fee structures and highlight cost-effective advisory solutions like flat-fee planning or scalable services tailored to retirees.



#### Build trust through ongoing relationships

Many retirees hesitate to work with advisors due to trust issues. Offering free initial consultations and building relationships over time can help overcome this hesitation.



#### Simplify estate planning conversations

Many retirees struggle with wealth transfer decisions. Host estate planning workshops in partnership with attorneys to help clients take actionable steps.

The  
**Trusted**  
Advisor 

#### Typical investment profile



**30%-50% equities /  
50%-70% fixed income:**

Prioritizing income and stability

#### Focus on sustainable withdrawals:

4% rule or dynamic withdrawal strategies

#### Dividend and income-producing assets:

Bond ladders, annuities, high-dividend equities

#### Legacy and estate planning considerations:

Ensuring efficient wealth transfer

<sup>1</sup> "Here's the top place Americans get financial advice — even young Americans," Bankrate, December 2023

<sup>2</sup> "Diverse Americans Are Returning to Financial Advisors for Retirement Planning," Investment News, September 2023

The examples in the investment profile above are for illustrative purposes only. This investment profile is not a recommendation of any specific asset allocation.

## Case study

# From panic to peace of mind

**The journey:** Maria, 68, had always been cautious with money, keeping most of her savings in bonds and relying on advice from family. She had avoided financial professionals, assuming she could manage on her own.

**The challenge:** A social media post warned of an impending market crash, urging investors to move everything to cash. Already risk-averse, Maria followed the advice, missing the market rebound. Around the same time, she received a call from someone posing as a financial professional, offering a “guaranteed high-return product.” The combination of fear and misleading advice made her realize she needed real guidance.

**The advisor’s role:** Acknowledging her caution, Maria’s advisor explained how inflation and market stagnation could erode her purchasing power over time. He reviewed her scam offer, identified red flags, and emphasized the importance of working with a fiduciary. Together, they built a diversified strategy for long-term stability, ensuring her savings would remain protected and grow.

**The outcome:** Maria re-entered the market with a plan suited to her comfort level. She now has a clear withdrawal strategy and the confidence that her portfolio is better suited to withstand both market volatility and financial fraud.



**Help your clients make trusted and informed decisions,  
so they can live their best lives today and tomorrow.**



Visit [transamerica.com/trusted-advisor](https://transamerica.com/trusted-advisor)

Case studies represent hypothetical persons and events and are for illustrative purposes only.

Transamerica Resources, Inc., is an Aegon company and is affiliated with various companies that include, but are not limited to, insurance companies and broker-dealers. Transamerica Resources, Inc., does not offer insurance products or securities. The information provided is for educational purposes only and should not be construed as tax, investment, legal, or financial advice or guidance. Please consult your personal independent professionals for answers to your specific questions.

4409648

©2025 Transamerica Corporation. All Rights Reserved.

For Institutional Use Only. Not for Use With the Public.

