



The aging of the Baby Boomers creates a great business opportunity for every Advisor. Why?

1. Start with their sheer numbers
  - There are about 35 million Boomers over the age of 50
  - On January 1, 2006, the first Boomer turned 60
  - Every day, over 9,000 Boomers have their 50th, 55th or 60th birthday
2. Add in high expectations for what they think their Retirement should be like (see-[What Boomers Say](#) and [How Boomers Retire](#))
3. Mix with uncertainty and fear
  - Most Boomers will not receive fixed, dependable pensions
  - They are consistently told that future Social Security Benefits are uncertain
  - They have done very little planning
  - The stock market of 2000 - 2001 shook-up both their portfolios and their self-confidence
4. The result is millions of Boomers who:
  - Know they need help
  - Will respond positively to an Advisor who can help them attain the Retirement Lifestyle they want
  - Are at a point in their life, where, they must get serious about it – which means they are more likely to take action
5. Plus, you now have access to MoneyGuidePro, financial planning software that makes it easy to provide exactly the kind of plan Baby Boomers want and need.