

MILLENNIALS

Are Attracted to

ALTERNATIVE INVESTMENTS

33%

of Millennials invest in the stock market

59%

of Millennials plan to use alternative investment firms in the next 5 years

74%

of Millennials plan to use an alternative investment approach over the next 5 years

89%

of alternative investment providers currently target Millennials

SOURCES: <http://www.bankrate.com/finance/consumer-index/money-pulse-0716.aspx> and *Targeting the Digital Generation* (Broadridge Financial Solutions, 2016)



Millennials want more alternative investment options, and 59% will not invest in an asset they do not understand. A Self-Directed IRA allows you to invest in what you know and understand.

Kingdom Trust Self-Directed IRA holders invest in a wide variety of alternatives, including private equity, real estate, marketplace lending, Bitcoin, hedge funds, precious metals and more.

Our firm is committed to helping advisors and other professionals develop an understanding of the investing potential of alternative assets and Self-Directed IRAs.



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