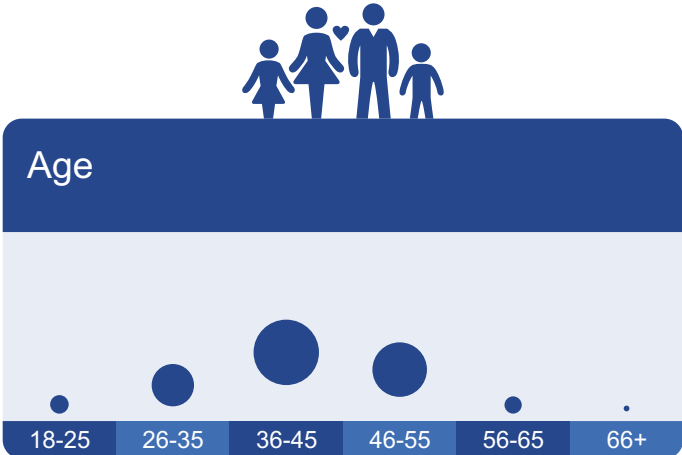


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Wealth Generators

Successful families with children, owners of high value family homes, investing in the growth of their families and their assets



Property

Home owner

Mortgaged detached

4 bedrooms

Highest Education, Work and Finances

University degree or higher

Employed full-time

Very high household incomes

Technology and Channel Preferences

Only buy when really like

Social media offer

Direct Mail

Internet, Mobile, and Risk Attitude

Buying/browsing services online

Smartphone banking weekly

Enjoy taking risks

Banking

Interest rates / value for money

Bank / building soc. savings account

Have 3 bank accounts

Credit

Halifax

£1,000–£2,000 per month

Likelihood of excellent history

Budgets and Savings

Wkly/mthly budget, mostly stick to

HSBC UK

Total savings: £2,000–£4,999

Discretionary Incomes and Pensions

HH discretionary income: High

Standard personal pension

Scottish Widows