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Social-Selling Statistics Every Financial Professional Should Know

1

Nearly **two-thirds** of American adults use social media.

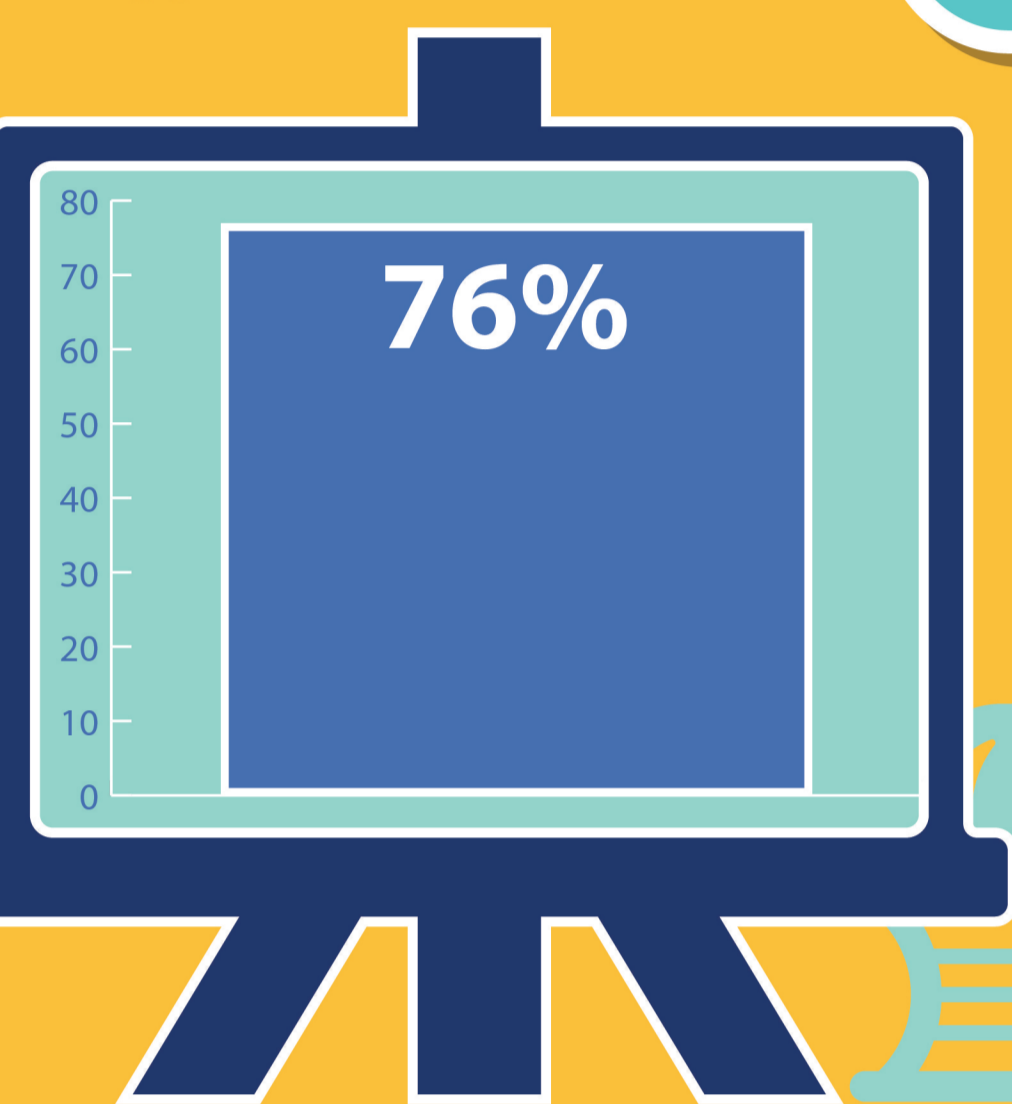


2

90% of high-net-worth individuals spend more than **48 hours** a week using social media.

3

76% of investors feel it is important that financial professionals provide them with educational materials related to financial topics.



4

67% of financial professionals using social selling successfully added new clients.



5

62% of financial professionals report social selling is highly important to gain new clients.

6

41% of financial professionals using social selling experienced asset growth in excess of **30%**.



7

More than half of financial professionals using social selling experienced an average of **5** new clients and **\$3.5 million** in new assets in 2014.



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