



Long-term financial strategies in uncertain times

How financial advisors can help set nervous clients on a path toward reaching their retirement goals.

In times of market uncertainty, financial resilience is even more important. To find out how Americans are coping with today's financial challenges, and more importantly what financial advisors need to do to help them, [Edward Jones](#)—the St. Louis-based financial services firm that employs 19,000 financial advisors responsible for \$1.3 trillion in client assets—partnered with Morning Consult to poll 2,000 Americans in September.

The survey found that nearly half of investors feel confident about near-term goals, compared to just over a third who feel the same way about their long-term goals. That puts them in an ideal position to get help from a professional financial advisor—especially one who's backed by a national firm with a track record of success, like Edward Jones.

“The pandemic has certainly had an impact on retirement, and retirement planning,” says Ken Cella, principal at Edward Jones and leader of the Client Strategies Group. “We’ve discovered that nearly 68 million Americans have altered their retirement timing during COVID-19 and 20 million stopped making retirement contributions all together. With continued uncertainty and market volatility, investors want a guide, someone who can help them navigate challenges and help them get back and stay on track.”

For Cella and Edward Jones, that means partnering with younger clients to help them build financial knowledge as well as helping retirees navigate complexities, with both the knowledge and empathy required to help everyone navigate these unexpected changes.

Have deep conversations

Keep their money in the market

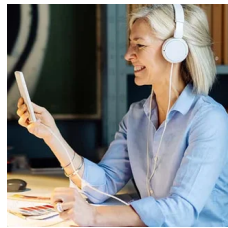
Focus on diversification



Why financial advisors need resilience more than ever



Financial advisor Julie Kelly on empathic advising



How financial advisors can adapt and thrive in every climate



Edward Jones's Ken Cella on embracing technology

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