

# Standing out in a volatile market with Structured Products

In volatile markets, you need to stand out from your competitors more than ever. Structured products can be your competitive advantage. Of the 487 advisors who responded to the InspereX 2024 Pulse Survey<sup>1</sup>, **75% said they use structured products in their business.**

## How structured products help you stand out

**73% say . . .**

**Structured products differentiate your business.**

Structured products enable you to build precision investing solutions tailored to your clients' specific needs based on: term to maturity, underlier, type of structure, growth or income objective<sup>2</sup>. You can offer solutions that your competitors can't by using custom structures.

**53% say . . .**

**Structured products create stronger relationships.**

In volatile markets, helping clients understand the outcomes and benefits of structured products can keep them confidently invested in the markets to capture any future upside potential, while still protecting their principal<sup>2</sup>.

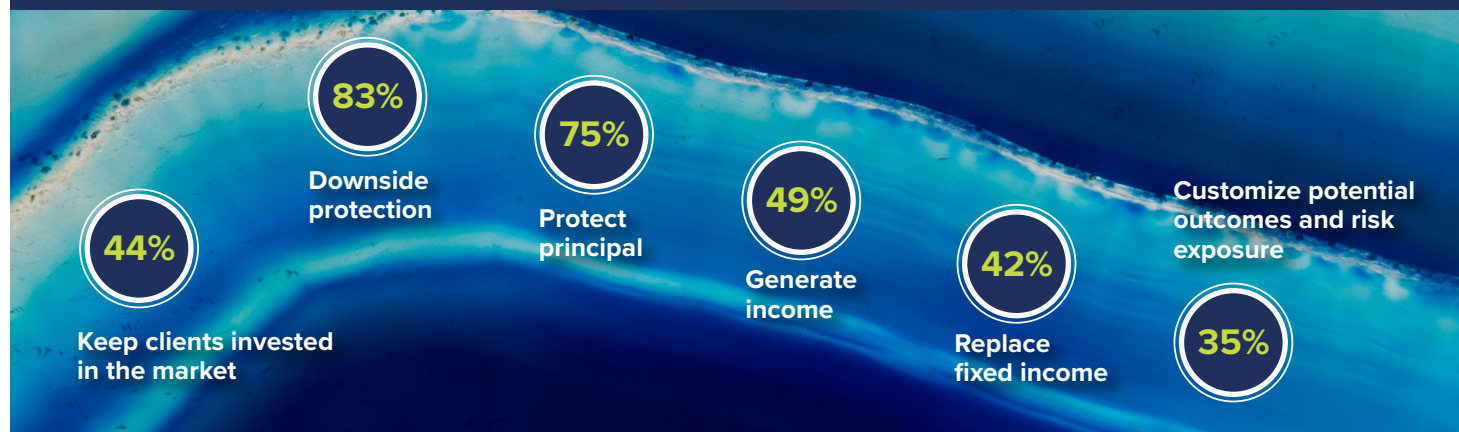
**49% say . . .**

**Structured products create better client experiences.**

With structured products, you can provide your clients with a defined term to maturity, either full or varying levels of principal protection at that maturity<sup>1</sup>, and in the case of autocallables, the potential for liquidity. Explaining these defined outcomes can help control investor emotions and create a better investing experience.

## What structured products can help your clients achieve

365 InspereX Pulse Survey respondents said they use structured products, most notably to achieve:



Learn more about what a growing number of advisors are discovering about structured products and see why wholesalers and RIA Specialists are their top source of innovative ideas (59%).

<https://www.insperex.com/market-linked-products/wholesaled/>

## Questions?

Contact InspereX at **888.849.5732** or **advisorsupport@insperex.com**

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For more information on the benefits, risks, and suitability of Market-Linked Products, otherwise known as structured products, please visit your InspereX microsite or contact **your wholesaler or RIA Specialist** for an exploration call.

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1 The 2024 InspereX Pulse Survey was conducted between July 8-15, 2024 by Red Zone Marketing on behalf of InspereX. The 487 financial advisors responding work at independent broker/dealers, RIAs, banks, regional firms and wirehouses.

2 Any return of principal, as well as interest and gains generated are subject to the credit risk of the issuer and terms of the offering documents, which could include participation rates, interim caps, and various risks. Dividends paid on the underlying asset are not passed through to the Market-Linked Product. There is no guarantee that a Market-Linked Product will generate a positive return. Any applicable downside protection will be realized only at maturity, which may range up to 10 years. For certain Market-Linked Notes, return at maturity could be less than the original amount invested. Regarding Market-Linked CDs, the Federal Deposit Insurance Corporation (FDIC) insures principal amounts up to applicable limits in the event the issuer becomes insolvent..

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For all market-linked products other than market-linked CDs, the following applies:

Not FDIC insured // Not bank guaranteed // May lose value // Not a bank deposit // Not insured by any government agency