The Flexible Advisor Podcast Summary

Ep 67. GenX. They Need You. Now. – With Michael Labos

**Summary:**

They are misunderstood, neglected and in a precarious situation. Why are so many financial planners not actively engaging with Gen X?

In this episode, Laura Gregg and David Partain talk with a champion of the Gen X investor. What issues are challenging this generation and why should advisors pay attention? Michael Labos CFP®, CCFS®, and Principal at Gen X Wealth Partners, shares his passion for understanding the values, goals and behaviors of Gen X, and what they urgently need from you.

Michael discusses:

- The Gen X need and opportunity
- Why you have to use the "B" word
- Navigating the college planning process
- And more

**Resources:**
- FlexShares Exchange Traded Funds
- Gen X Money Advisor Podcast

**Connect With Michael Labos:**
- Gen X Wealth Partners
- LinkedIn: Michael Labos
- Gen X Money Advisor Podcast

**Connect With  Laura Gregg:**
- Email
- Laura Gregg's Linkedin

**Connect With  David Partain:**
- Email
- David Partain's Linkedin

**About Our Guest:**

Michael Labos is the principal at Gen X Wealth Partners and has more than 15 years of experience in the financial service industry. He understands that investing is more than just focusing on risks and return – it's about your values, goals, beliefs, and a voice wanting to be heard. As a CERTIFIED FINANCIAL PLANNER™ (CFP®) professional, Michael helps analyze every aspect of his clients' financial lives. This includes assets, liabilities and cash flow budgeting, current insurance coverages, and investments.

**Publishing Tags:**

FlexShares, Laura Gregg, David Partain, Michael Labos, Gen X Wealth Partners, Financial Planning, Financial Planner, Financial Planners, Business Building, Advisory