



# WOMEN & INVESTING

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## POTENTIAL FINANCIAL CHALLENGES FOR WOMEN...

### Longer Life Expectancies

- Retirement dollars will need to stretch further<sup>1, 2, 3</sup>
- Women more likely to need long-term care and face some health-care needs alone<sup>1</sup>
- Married women are likely to have sole responsibility for financial decisions and disposition of marital estate<sup>1</sup>

### Women Generally Earn Less

- Women who work full-time earn 84% -on average- of what men earn<sup>4</sup>
- Impacts savings, Social Security retirement benefits, and pensions<sup>1, 4</sup>
- Increased vulnerability to unexpected economic obstacles: job loss, divorce, single parenthood, illness, loss of spouse<sup>1, 4</sup>

### Career Breaks for Caregiving

- Lost income and employer benefits<sup>1</sup>
- Potentially lower Social Security retirement benefit<sup>1</sup>
- Economic vulnerability in event of divorce, spouse's job loss<sup>1</sup>
- Flexible schedules can impact salary and career advancement<sup>1</sup>

### Investing Conservatively

- Women tend to invest more conservatively than men<sup>3</sup>
- Inadequate retirement nest egg
- Opting for lower risk implies an acceptance of potentially lower returns, thereby increasing the challenge of surpassing inflation.

#### References:

1. NCHS Data Brief, Number 427, December 2021
2. U.S. Bureau of Labor Statistics
3. Women in the Workforce: A Databook, April 2021 ; Employment Characteristics of Families, April 2021
4. Usual Weekly Earnings of Wage and Salary Workers Fourth Quarter 2021, January 2022

## CONSIDER THESE QUESTIONS:

- In what ways can women actively address and overcome challenges related to the gender pay gap in their investment strategies?
- How does longevity risk impact women's retirement planning, and what strategies can address it? What steps can women take to catch up on retirement savings if they start investing later in their careers?
- Why is it crucial for individuals to have a clear financial picture before unexpected life events?
- What practical steps can be taken to manage finances after the loss of a spouse, and what support systems are available?

### **TAILOR FINANCIAL PLANNING TO WOMEN BY SHARING THE FOLLOWING RESOURCES:**

**25 DOCUMENTS YOU NEED NOW CHECKLIST**

**SUDDENLY SINGLE CHECKLIST**



# How a Financial Advisor Can Help

## Take Control of Your Money

A financial advisor can assist by conducting a thorough analysis of your financial situation, helping you establish a budget, and providing personalized strategies for debt management and savings. With their guidance, clients can make informed decisions to take control of their finances and work towards financial stability.

## Enhance Investor Knowledge

Equip clients with in-depth knowledge on investment options by assessing their risk tolerance and crafting a customized investment portfolio. Provide ongoing education and market insights to boost confidence in making informed investment decisions.

## Navigating Workplace Advocacy

Offer insights into workplace benefits, salary negotiations, and tax-efficient compensation structures. By aligning financial goals with professional aspirations, you empower clients to advocate for fair and beneficial compensation. Expertise positions you as a valuable partner in their journey to financial success in the workplace.

## Crafting Comprehensive Retirement Plans

Collaborate with clients to evaluate retirement goals, develop savings strategies, and make adjustments over time. Guidance is instrumental in navigating the complexities of retirement planning, aiming for clients to build a solid financial foundation for their future. Financial advisors play a key role in helping clients pursue a secure and fulfilling retirement.

## Mitigating Risks and Work Toward Safeguarding Income and Assets

Recommend insurance strategies and risk management techniques tailored to clients' needs. Through a thorough risk assessment, Financial Advisors can assist clients in aiming to protect their income and assets, seeking to mitigate potential financial setbacks. Expertise in this area is essential for pursuing financial security.

## Facilitating Thoughtful Estate Planning

Collaborate with clients to create a customized estate plan aligned with their wishes. Navigate legal complexities, minimize tax implications, and establish efficient asset distribution mechanisms. Guidance is instrumental in providing clients with the confidence that comes from knowing they have a plan to work toward preserving wealth for future generations.

## MOST LIKELY PROSPECTS:

In your client encounters, the opportunity may present itself for you to introduce this subject for their benefit and recommend they meet with a member of the investment services team. Be on alert if clients mention any of the following clues that include, but are not limited to:

- **Women in Transition:** Those mentioning significant life changes such as divorce or loss of a spouse
- **Working Women and Young Professionals:** Those looking to understand the fundamentals of investing and overcome gender-specific challenges
- **Couples and Families:** Individuals in committed relationships seeking to ensure financial preparedness
- **Mothers and Caregivers:** Women responsible for family finances interested in making informed investment decisions
- **Women Approaching Retirement:** Those preparing for retirement and interested in comprehensive financial planning

## PLEASE LIST THE NAMES OF 5 CLIENTS THAT COULD BENEFIT FROM THIS PROGRAM:

Name	Phone #
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____
5) _____	_____