

Women and wealth: The emotional side of investing

Are you speaking her language?

Understand what motivates your female clients and the factors that influence their decisions.

Fear is a feeling

- **62% of women** expressed 'not running out of income' during retirement as a top priority.
- **Almost half (47%) of women** are concerned about being a burden to their family in later years.
- 'Living comfortably' is the **#1 concern for women** in retirement.

Understanding her financial language

While many advisors suggested there weren't significant differences in needs based on gender alone, some highlighted a few patterns among female clients and prospects.



Stability vs. risk

- Female clients tend to be more risk averse.
- Longevity planning is top of mind due to longer life expectancy.



Emotional impact

- Financial planning is about more than just numbers.
- Female clients value empathy and tend to be more engaged throughout the process.



Relationship matters

- Client appreciation efforts and regular touchpoints are very important.
- Female clients appreciate gifts or events to celebrate milestones.

Emotions are a powerful motivator to action, and not surprisingly, women who started working with a financial advisor **experienced feelings of empowerment, optimism, security, confidence, and peace-of-mind.**

Look out for more insights from **Empowered Encore**, North American's latest research project, to help you navigate this important market and uncover additional opportunities to grow your business.

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Source: Sammons Financial[®] Group Empowered Encore 2024 Study