

Women and Money

Many consumers are often put off by financial jargon and multiple money worries. A recent study Security Benefit undertook with LIMRA found that such concerns are more common among women. Women provide an excellent opportunity to deliver great service and grow your practice. One-third of financial assets in the U.S. are controlled by women – about \$10 trillion. By 2030, they are projected to control about \$34 trillion in financial assets¹.

Women face unique financial challenges:

- Women have longer life expectancies, requiring their savings to last longer.
- Women generally earn less income and have less savings.
- Women are more likely to interrupt their careers to raise children or care for family members.

Below is a seminar and sales idea to help you educate your female clients on their unique retirement challenges. These tools also provide strategies to help them secure a confident, comfortable retirement.

[Read the Client Guide](#)

Related Value-Add Marketing Resources



Seminar - Women and Money

A seminar that advisors can present to clients providing information on the economic overview and retirement challenges women may face.

[Download the Presentation >](#)



Women and Money Sales Idea

A handout for your clients on six key considerations of women and money, including information on how to plan for retirement and protect assets.

[Download the Sales Idea >](#)

¹ [Women as the next wave of growth in US wealth management](#)

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