

# WOMEN & WEALTH: WHY WOMEN MATTER



LORI SAMUELS, BA, CIM®, FCSI® | Wealth Manager

Women, if they aren't already, need to be engaged in planning for their future. It's important for women to think about their financial vision and goals because:

- Getting finances organized will determine what women and their families have and what they will need to have in the future.
- Ensuring a plan that takes into account their priorities and goals is essential for growing wealth.
- Hiring the right professional to assist in this process will determine the success of their financial future.

Currently the financial services industry is dominated by male advisors (85%); only 15% are female advisors <sup>(2)</sup>. Changing demographics are creating a population that is more female and it is essential for the financial services industry to reflect this evolving investor base.

Looking to the future, it's becoming clear why women need to be engaged in planning for their future.

*Take a look at some of these findings:*

- Statistically speaking, women live longer than men and are likely to live on their own at some point. According to StatCan, the average life span for Canadian men is 80 and the average life span for women is 84.
- 90% of women will be single at one point in their adult life by either divorce or widowhood, meaning 90% of women will manage their finances alone at some point <sup>(1)</sup>.

The largest wealth transfer in history will be to the baby boomer generation. However, the largest wealth transfer of our time will first be to women. Women are going to control the bulk of wealth before they transfer it to future generations.

When female investors are looking for an Advisor to help them through this process, they may want to consider the following:

- An advisor who has effective communication and listening skills.
- The ability to connect with the advisor on a personal level and have their objectives fully understood.
- An advisor who encourages a collaborative process and involves her in the decision making process.
- Someone who can talk about her portfolio and how it relates to achieving her goals.
- A relationship based on trust.
- A professional who knows her needs may be different from a man's and addresses those specific concerns.

This is an exciting and possibly stressful time for women as they become more involved in planning for their future. Hiring the right professionals with the skill set listed above will make the transition and journey a rewarding experience.

Lori Samuels, a wealth manager at Raymond James, spends quality time getting to know her clients well in order to help clarify what is important to them and plan for their future with that in mind. Lori truly understands the importance of building strong relationships with her clients and interacting with them like people, not portfolios. Lori, one of a few female wealth managers in the industry, takes a special interest in helping and empowering women going through major life events such as divorce or death of a spouse.



Johnson Legacy  
WEALTH MANAGEMENT

RAYMOND JAMES®