



THE POWER OF WOMEN

How to reach your financial success

Challenges Women Face Today

Women live longer than men

Life expectancy for women in the U.S. is

81.2

years compared to **76.4** for men.*

Retirement, healthcare and long-term care, family, legacy

Women step out of the workforce for child care and eldercare



Disruptions in income



Lower rates of retirement savings

Women are still earning less

Women earn

82¢

for every dollar earned by a man

Lower income leads to lower savings levels

What Are You Looking to Achieve?



Financial freedom



A fresh approach to my financial future – where money is no longer a taboo topic of conversation



More confidence in my money matters



Greater engagement with my plans for financial wellness



A clearer view of my wealth



A way to work toward multiple financial goals at once

* <https://www.weforum.org/agenda/2017/03/why-do-women-live-longer-than-men>



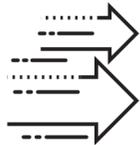
Women and life stages



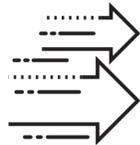
Starting out in your career



Balancing career/family/life



Managing through the unexpected – divorce and widowhood



Nearing retirement



Starting Out In Your Career

COMMON CONCERNS

-  Setting a career path
-  Managing debt
-  Establishing a financial foundation that works
-  Planning for the future with a saving and investing plan

WHAT YOU CAN DO

-  Build a cash cushion
-  Invest in your employer-sponsored retirement plan
-  Open an Individual Retirement Account
-  Commit to a student loan repayment plan



Balancing Career, Family & Life

COMMON CONCERNS

 Prioritizing what's important

 Maximizing earnings

 Dealing with income inequality

 Working part time

 Saving for a child's education

 Buying the first home

 Caring for children/elderly family members

WHAT YOU CAN DO

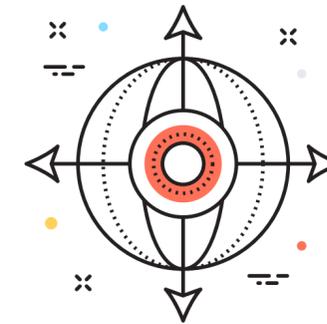
 Become a strong negotiator

 Explore flexible work schedules

 Save for your child's college education

 Pay down debt

 Share the wealth responsibility



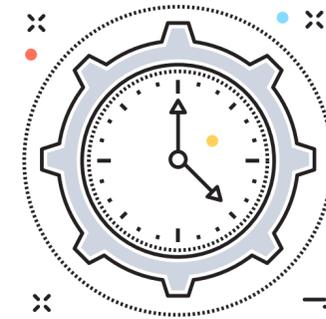
Managing through the unexpected – divorce and widowhood

COMMON CONCERNS

-  Taking control of finances after divorce or widowhood
-  Day-to-day and long-term expense management
-  Having an incomplete picture of net worth

WHAT YOU CAN DO

-  Assemble a strong support team
-  Protect your credit and identity
-  Make few major decisions in the first year
-  Address new financial realities



Nearing Retirement

COMMON CONCERNS

-  Having enough money
-  Funding health care costs
-  Leaving a legacy

WHAT YOU CAN DO

-  Define your vision for your retirement years
-  Set your goals and priorities
-  Understand your retirement expenses and sources of income
-  Consider long-term care insurance
-  Plan your estate



Focus on Complete Financial Wellness

FOUR KEY ASPECTS OF YOUR FINANCIAL FUTURE:



Financial planning and account aggregation



Managing your credit



Protecting what matters



Investing for the future



1. Develop a Financial Plan

GET ORGANIZED

-  Understand your financial documents and where they're located
-  Consolidate your accounts
-  Draft a will and other estate-planning documents

DEFINE YOUR GOALS

-  Visualize where you see yourself in the future
-  Intersect your daily financial life with your long-term goals

CREATE A PERSONALIZED PLAN

-  Work with a financial advisor to develop a personalized plan to help you achieve your short-term and long-term goals



2. Manage Your Credit

UNDERSTAND YOUR ASSETS AND LIABILITIES



Assets = What you own (investments, real estate, personal assets)



Liabilities = What you owe (income taxes, credit card balances, home mortgage, other debts)

DEVELOP A BUDGET



Manage your spending - Fixed, variable and intermittent expenses



Stay focused on your financial goals





3. Protect What Matters Most

PROTECT YOUR FAMILY

-  Adequate insurance coverage is essential
-  Review your policies
-  Check beneficiary information

PROTECT YOUR CAPITAL, ESPECIALLY AS YOU AGE

-  Long-term care
-  Protected lifetime income



4. Invest for the Future

When people take a step to invest, they create a greater sense of well-being, they are:

24%

Happier

36%

Show a higher level of well-being

19%

Feel less stressed

43%

More positive about their financial future

This is true regardless of affluence, age, gender or life stage

Source: BlackRock Investor Pulse, 2019



4. Invest for the Future

HOW MUCH RISK IS RIGHT FOR YOU?



Risk tolerance – the risk normally chosen by you



Perceived risk – your perception of the risk involved



Required risk – the risk associated with the return necessary to meet your goals



Risk capacity – the risk you can afford to take

PORTFOLIO DIVERSIFICATION



Divide your assets among different asset classes – stocks, bonds and cash equivalents



Take an Active Role in Your Finances

CREATE A NETWORK

-  Surround yourself with people who can help
-  Look for mentors inside your business and outside
-  Meet new people and hear their ideas to help you grow and learn

GET OUT OF YOUR COMFORT ZONE

-  Engage in open conversations about your finances

HELP OTHERS ALONG THE WAY

-  Serve as a role model for the next generation



Start Today

EXPAND YOUR FINANCIAL EDUCATION



Commit to carving out some time each week to strengthen your financial knowledge

EXPLORE ONLINE RESOURCES



Budgeting apps and tools



Daily/weekly finance newsletters



Money podcasts

KNOW WHERE YOU STAND AND WHAT YOU WANT FOR THE FUTURE



What you want to accomplish

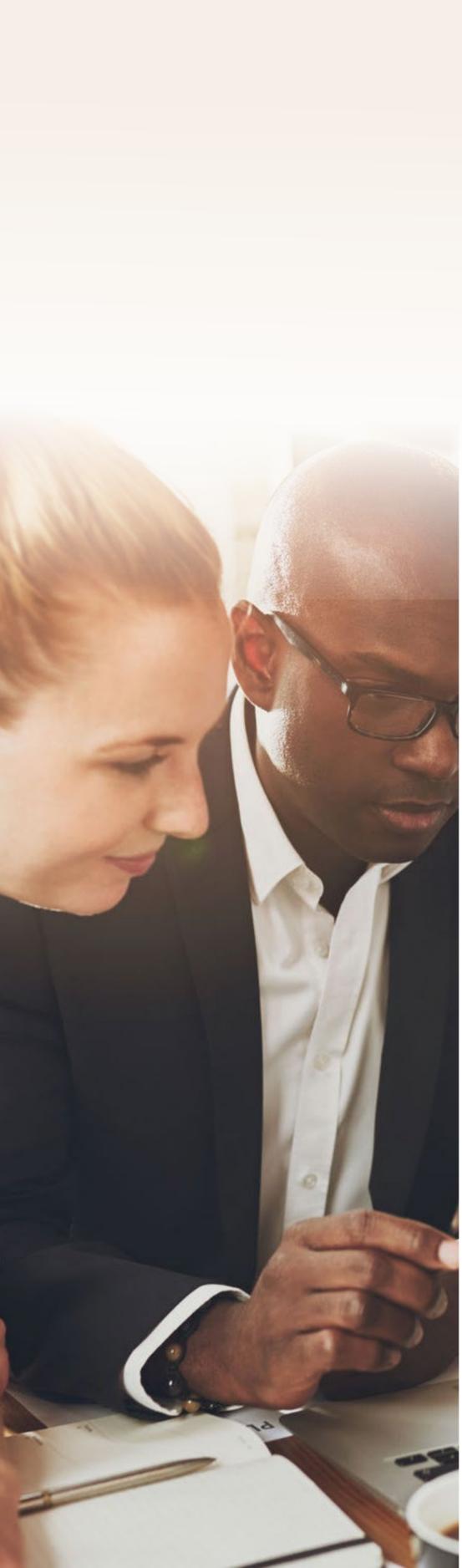


How you plan to achieve it

EMBRACE YOUR FINANCIAL FUTURE



The more engaged you feel, the more your finances belong to you



Partner with a Trusted Financial Advisor

FIND A FINANCIAL ADVISOR YOU ARE COMFORTABLE WITH

-  Start with a well-coordinated plan for meeting your goals
-  Develop a customized portfolio specific to your unique situation
-  Seek advice and guidance as your life changes

A FINANCIAL ADVISOR HELPS YOU ON YOUR FINANCIAL JOURNEY

-  Conversations about you and what matters
-  Circumvent irrational emotional decisions during market swings
-  Provide integrated advice to help you achieve better outcomes

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