

Successfully growing your business with wealthy women

Five key findings and action steps for advisors



Vanguard®

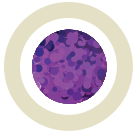
This research focuses on women with
more than \$1 million

of net worth, their financial decision-making,
what they think about their own futures, and
the futures of their children.

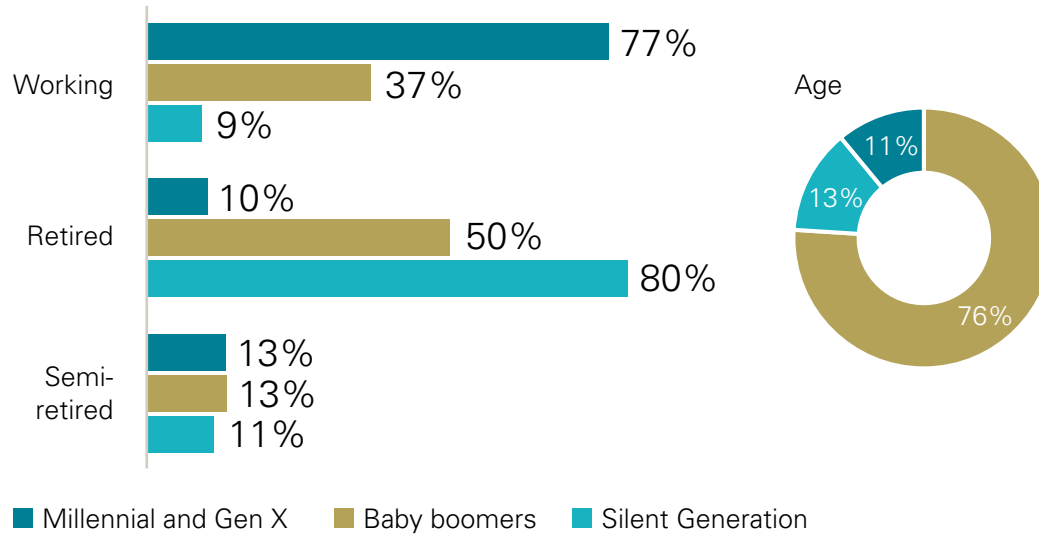


SpectremGroup
Voice of the Investor

The report was conducted in the first half of 2017
and includes women with over \$1M in net worth.



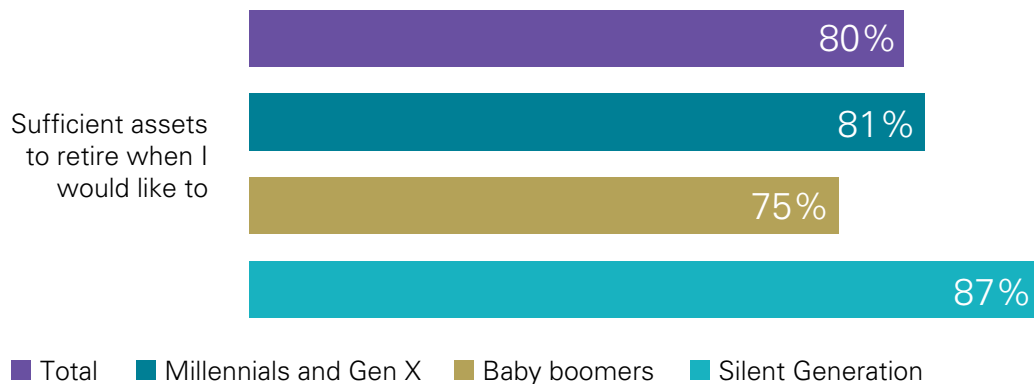
Characteristics of wealthy women

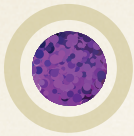


1

Defining the American dream

For most wealthy women, the American dream was defined as having sufficient assets to retire when they want to.





ACTION STEPS

- Build relationships with your clients so you understand their dreams, life goals, and what's important to them.
- Have in-depth conversations with clients to ensure you have a complete picture of their assets.
- Women investors are less concerned with recent investment returns. What they really care about is the specific amount they will have to live on during retirement. Talk to them about what age they'd like to retire and build their plans accordingly.

Resources to learn clients' complete financial picture

Behavioral coaching kit

Materials for you and your clients

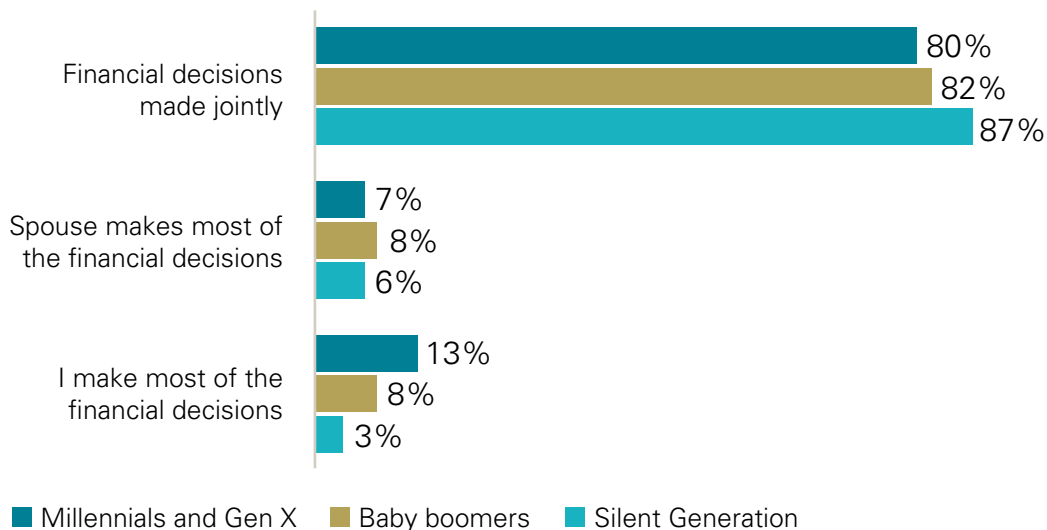


Vanguard
Advisor's
Alpha®
tool kit

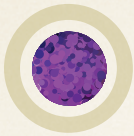
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Women view managing household finances as a team effort

A vast majority of wealthy women said they made financial decisions with their spouse jointly.



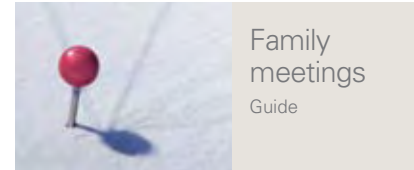
Note: Some figures may not sum to 100% due to other responses.



ACTION STEPS

- When communicating with clients who are in a committed relationship, make sure to include both partners in the conversation.

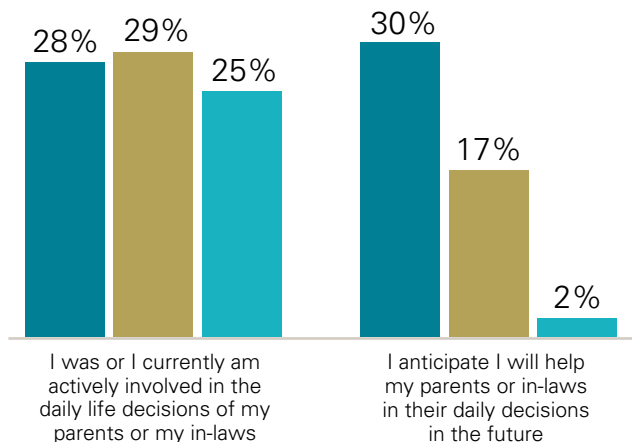
Resources to educate clients



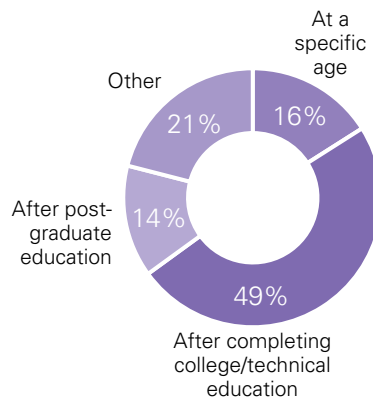
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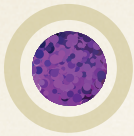
Women are often managing finances across generations

Many women said they manage the finances of their elderly parents or anticipate having to do so, while nearly half of respondents said ending financial assistance of their children upon completing college is appropriate.



■ Millennials and Gen X ■ Baby boomers ■ Silent Generation





ACTION STEPS

- Ask about clients' parents and if there's any assistance you can provide in managing their finances.
- Gain an understanding of how children may impact the client's financial goals.

Resources to broaden your services



Family
meetings
Guide

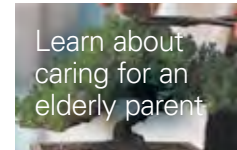
Retaining
heirs

Connecting with
the next generation
of clients



Learn about
caring for an
elderly parent

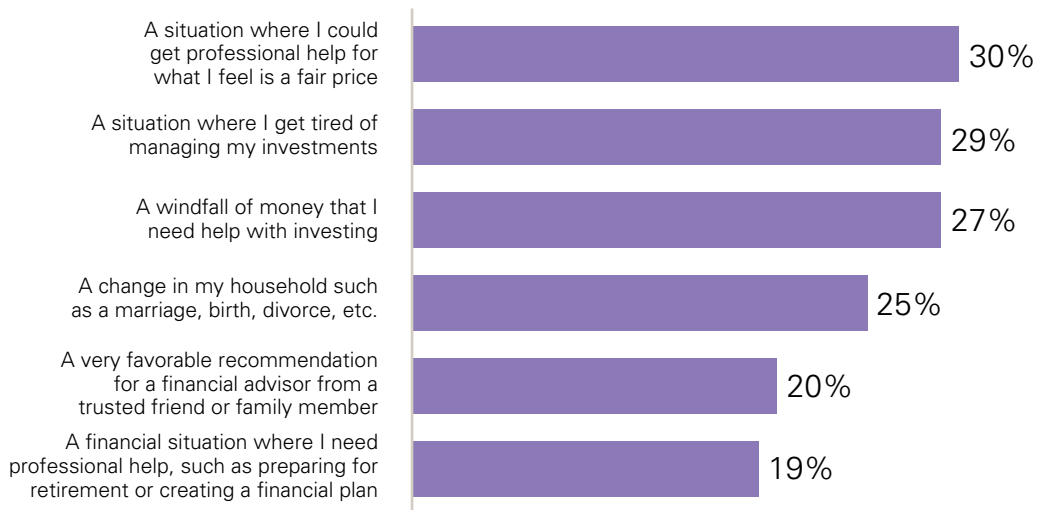
Investor
education
guides

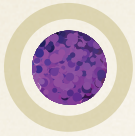


4

Reasons to consider using an advisor

Investors were open to working with an advisor if they perceive value.





ACTION STEPS

- When meeting with prospective clients, communicate the value that you can provide.
- Show data that quantify the value of using an advisor, such as Vanguard Advisor's Alpha®.

Resources to help you
serve your clients.

Partnering with
Vanguard in the
new fiduciary
landscape

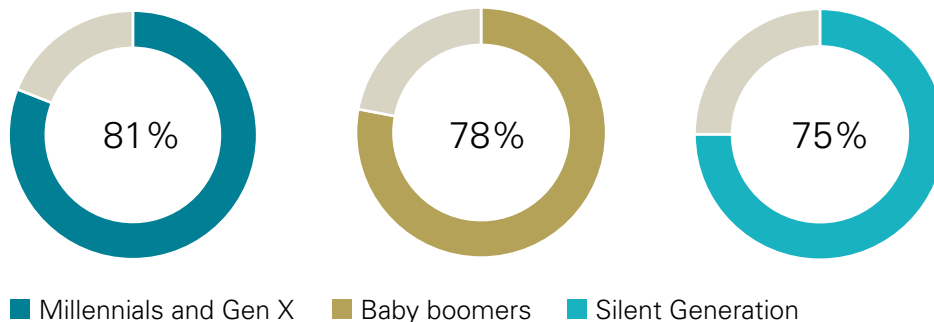


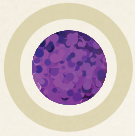
Vanguard
Advisor's
Alpha®
tool kit

5

Importance of advisor attributes

Wealthy women held in highest regard the referrals they got from others when considering an advisor.





ACTION STEPS

- Regularly survey your clients to gauge their level of satisfaction.
- Close the loop. Thank clients who responded to the survey within a few days and follow up with the actions you plan on taking to address their feedback.

Resources to optimize communication and deepen client engagement

Advised
Investor
Insights
Trust



Advised
Investor Insights
How investors
select advisors



For a full analysis of Spectrem's findings
and ways Vanguard can help, contact
Vanguard Financial Advisor Services™:

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All investing is subject to risk, including possible loss of principal.

Source: Spectrem Group, 2017.

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