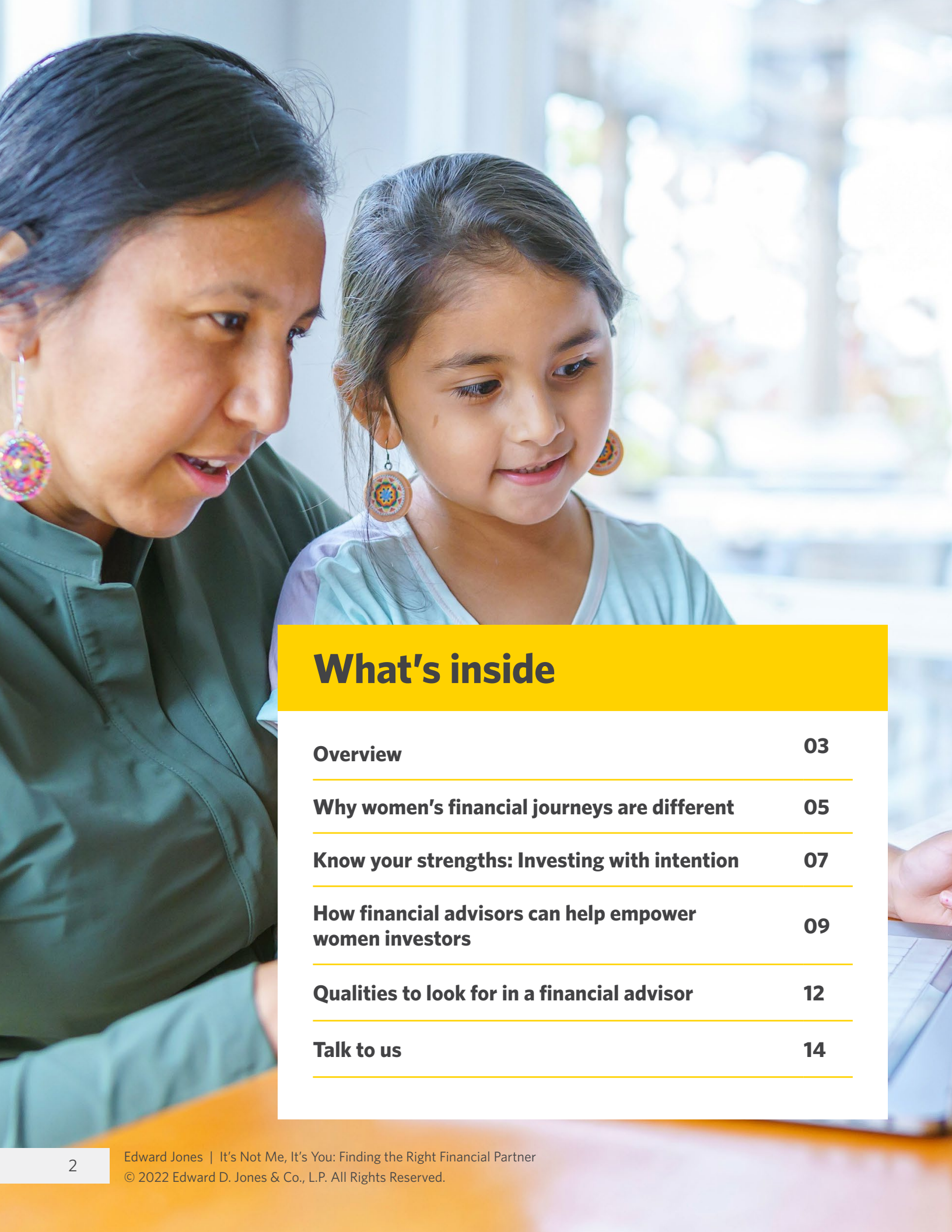


It's Not Me, It's You: Finding the Right Financial Partner





What's inside

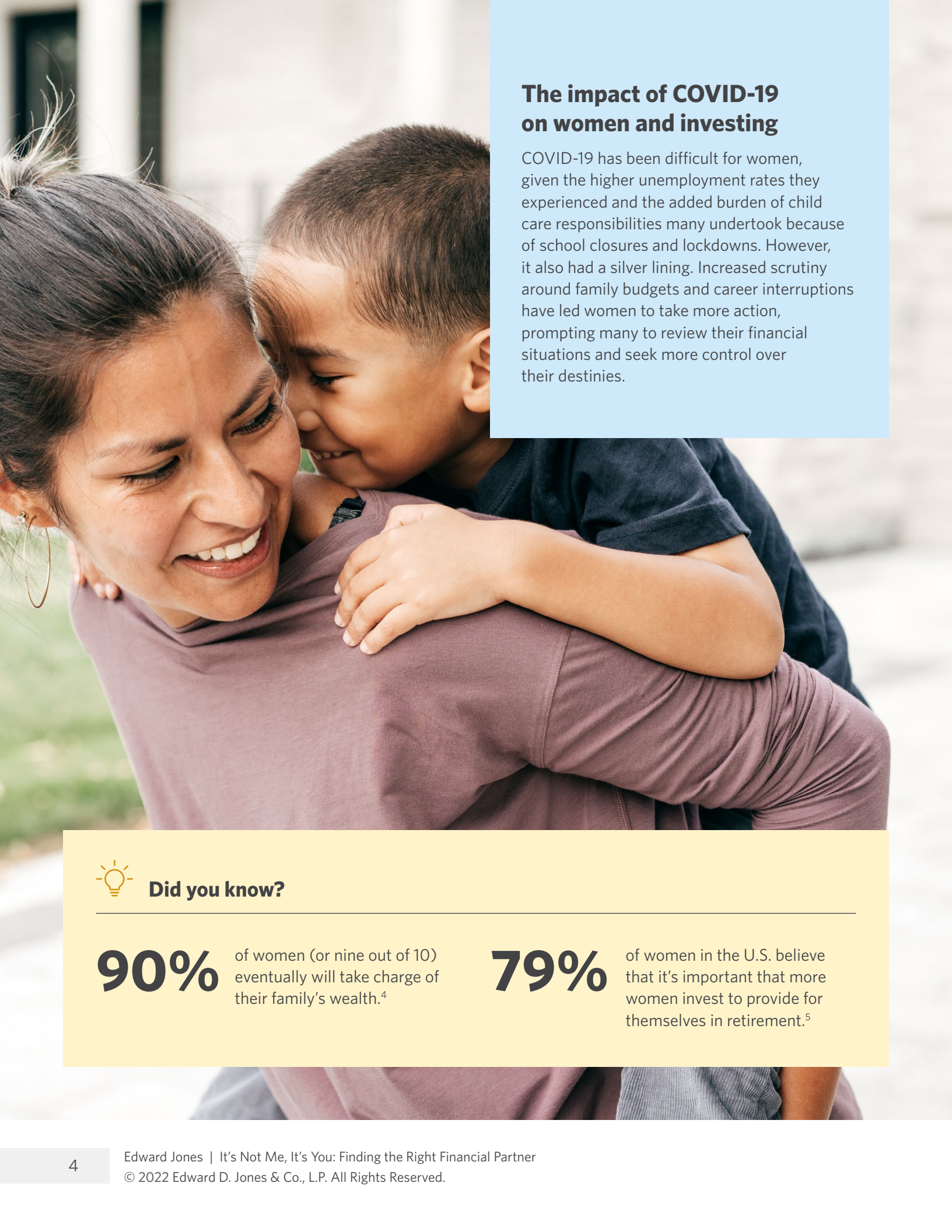
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Overview

Women are on the rise, financially speaking. Today in the United States, women control a third of the total household financial assets (more than \$10 trillion),¹ nearly half are their family's breadwinners,² and there are 114% more women entrepreneurs now than 20 years ago.³ By 2030, American women are expected to control much of the \$30 trillion in financial assets that baby boomers will possess.¹

However, despite these dramatic gains, there's still work to do. While most women are confident about managing their household finances, many are less certain about their financial decisions. This guide is designed to highlight how working with a financial advisor who understands women's unique circumstances can help you become a more engaged and confident investor — and take control of your financial future.





The impact of COVID-19 on women and investing

COVID-19 has been difficult for women, given the higher unemployment rates they experienced and the added burden of child care responsibilities many undertook because of school closures and lockdowns. However, it also had a silver lining. Increased scrutiny around family budgets and career interruptions have led women to take more action, prompting many to review their financial situations and seek more control over their destinies.



Did you know?

90% of women (or nine out of 10) eventually will take charge of their family's wealth.⁴

79% of women in the U.S. believe that it's important that more women invest to provide for themselves in retirement.⁵

Why women's financial journeys are different

While money has no gender, the way men and women manage their money, finances and investments is different because of:

Gender pay gap

Women who work full time earn an average of 81.6 cents to every dollar that full-time, working men earn.⁶ This discrepancy can cost American women between \$700,000 to \$2 million over a working lifetime.⁶

Family responsibilities

Many women take more time off work than their male counterparts to raise children or care for elderly parents. Not only does this mean you may lose a regular paycheck; it also means you could have less disposable income to invest in the long term, and may translate into lower Social Security benefits during retirement.

Divorce and widowhood

Women often experience significant financial impacts from divorce or the death of a spouse — a woman's household income can drop by 18% post-divorce and 15% after the death of a spouse.⁷

Lower investment self-confidence

Across key aspects of financial decision-making, investing is the area where women may feel least confident, compared to making decisions about savings, property and pensions, or household finances.

Longevity

Women outlive men by five years, on average,⁸ with half of women living until at least age 90.⁹



Greater focus on real-life goals

While men approach investing from a performance basis, women are far more interested in the end benefits: Will I be able to pay off my house? Send my kids to college? Retire when I want? There's a greater focus on being financially secure and able to afford certain lifestyles for themselves and their loved ones over the long term.

Greater risk awareness

Women typically take more time to evaluate whether the reward justifies the risk when they invest, and tend to pause to assess potential drawbacks before diving in.

Values-based investment preferences

Women value responsible investing and investments aligned with their personal values. As a group, they're twice as likely as men to say it's extremely important that the companies in which they invest incorporate environmental, social and governance (ESG) factors into their policies and procedures.¹⁰



Questions to ask your financial advisor

What's the best way to think through the financial implications of a longer life span, career interruptions, parenthood or other potential pivotal life events? Plan for them by talking with your financial advisor.

- Am I on track for a 30-year retirement?
- How can I get started with impact investing?
- How should I prepare financially for the aging of my parents?
- Could my financial strategy handle the loss of a spouse, either through death or divorce?
- How can we shape my investment strategy to best mitigate the effect of career interruptions?
- What special steps should I take if I want to start a family?

Know your strengths: Investing with intention.

Some women may lack confidence in their ability to invest, but they still tend to do it well. In fact, women investors broadly outperform their male counterparts.¹¹

Women seek more information

Women spend more time researching their investment choices. And while they do take on less risk than men when it comes to investing, that doesn't mean they're risk averse. Rather, they're more likely to take on appropriate levels of risk with their investments than men. Both of these findings make for better investing outcomes.

Women are less likely to panic in a downturn

Women investors are more likely to stay the course when markets are turbulent. A recent study revealed the most likely group of investors to abandon their investment strategies when markets decline are men age 45+ who are married, have dependents, or identify as having excellent investment experience or knowledge.¹²

Women tend to trade less than men

Women investors tend to buy and hold, which reduces trading costs and can lead to higher returns. By contrast, men trade more frequently and are statistically more likely to be overconfident in their ability to beat the market.¹³

Women are more likely to diversify their investments

Women may do this by choosing investments that contain a diversified mix of stocks and bonds, such as target date or balanced funds. Or they may hold a mix of different types of funds — which spreads their investment dollars over multiple holdings within each fund.



Did you know?

71%

of women consider how sustainable investments are compared to 58% for men.¹⁰





Good things happen when women invest

A 2022 study by BNY Mellon calculated that if women invested at the same rate as men, there could be more than \$3.22 trillion of additional capital to invest globally, with over \$1.87 trillion flowing into more sustainable and socially beneficial investing.⁵

How financial advisors can help empower women investors

Women want exactly what men want: solid investment advice tailored to fit their unique situations. But this advice also needs to help them take control of their finances so they can live life on their terms.

Provide jargon-free, gender-free investing advice

A financial advisor who explains complicated investing concepts using approachable, everyday terms with the appropriate level of detail – while also avoiding metaphors often associated with male-oriented extreme sports and gaming – can help make investing more accessible.

Link investments to values

Naturally, most women want to see returns on their investments. But, as a group, they also want to see their money making a positive impact on the world. A financial advisor can help you express your personal values by seeing to it that your financial strategy and investments are aligned with your beliefs and intentions.

Help close the ‘retirement gap’

Many U.S. consumers are financially unprepared for retirement, with the shortfall estimated to be \$3.63 trillion.¹⁴ But this gap is especially acute for women, given the gender pay gap and longer life span. A financial advisor can help close it by creating a customized retirement strategy that considers your longevity, risk tolerance and retirement goals, stress-testing saving and investing scenarios to ensure this strategy is financially sound and emotionally reassuring.



Did you know?

37%

of women said that if investment language was easier to understand, it would influence them to invest or invest more than they currently do.⁵

Budget for health care

For a variety of reasons — longer life span, need for more health care during reproductive years, etc. — women have to spend more on their health care. A financial advisor can help ease the financial insecurity this can cause by making health care costs part of your long-term financial strategy. This includes estimating expenses, developing a strategy for long-term care, evaluating insurance options, and investing for growth and income to hedge against rising costs.

Ride out volatile markets

Working with a financial advisor can help you prepare for down markets — and stay grounded when they occur — by creating a long-term strategy that includes diversification, so your losses in a downturn might be minimized. A financial advisor can also provide emotional support to help you stay focused and on track toward achieving your financial goals.

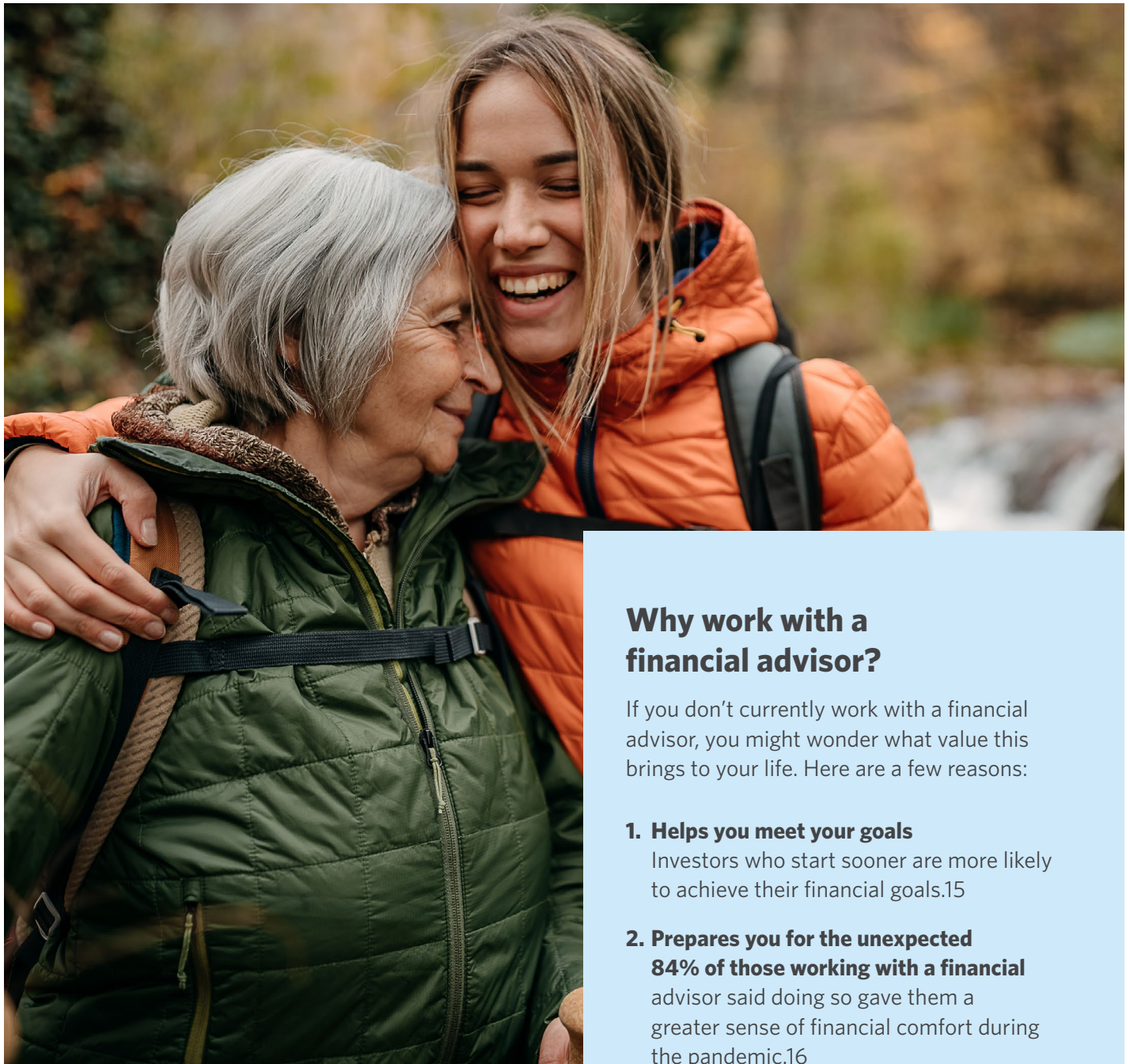
Prepare for the unexpected

No financial strategy is complete without a plan to protect it against the potential impact of unexpected life events — such as serious injury, long-term illness and death. A financial advisor can help you think through difficult topics, including how to provide for your family's future (if you're no longer able) and how to pass on the legacy you intend.

Have access to investing specialists

A financial advisor can help connect you to a broad range of tax, legal, insurance, and trust services experts when you have more complex planning and financial needs.





Why work with a financial advisor?

If you don't currently work with a financial advisor, you might wonder what value this brings to your life. Here are a few reasons:

1. Helps you meet your goals

Investors who start sooner are more likely to achieve their financial goals.¹⁵

2. Prepares you for the unexpected

84% of those working with a financial advisor said doing so gave them a greater sense of financial comfort during the pandemic.¹⁶

3. Helps you plan for the future with confidence

The saving decisions you make now can impact your future finances. Build strong habits now, so you can enjoy every bit of tomorrow.¹⁷

Qualities to look for in a financial advisor

Women aren't all the same, so there's no one-size-fits-all approach to financial advice. However, what's key for most women is to work with a financial advisor they connect with, who has the right combination of professional qualifications and personal qualities to support them.

Shared values

For most women, few things are more personal and emotional than money. That's why it's important to work with a financial advisor you trust. Establishing this trust begins with having shared values.

Empathetic listener

Uncovering what you need in a financial strategy is like detective work. The important details of your life must come to light to design a strategy that's unique to you. That's why a good financial advisor has to be an empathetic listener, someone who actively listens and seeks to understand you, and reflects back your thoughts and feelings without interruption or judgment.

Holistic approach

To the right financial advisor, you're more than just a number because a personalized financial strategy is about more than your assets. It's about how you spend your time, what you value, and your goals for the future. Only by understanding your life and legacy goals, debt obligations, and other money matters can a financial advisor begin to develop a meaningful strategy for you.

Collaborator

Goal setting is a crucial piece of any financial strategy. Working with a financial advisor who checks their ego at the door, encourages your active participation and shares their knowledge, can give you confidence in the process and your goals, from short-term goals like buying life insurance, to long-term goals like securing your children's future.

Educator

From the beginning, your financial advisor should take the time to explain investment concepts and strategies to the level of detail you need, and share resources and materials to help you gain a deeper understanding. They should also be able to discuss the pros and cons of any recommendation as another way to guide you and help you make a decision.





Women can't get no "financial advice" satisfaction

If you feel like the current financial advice process isn't meeting your needs, you're not alone. Over two-thirds of women investors in a global survey stated their wealth managers misunderstood their goals.¹⁰ Also very telling is the fact that 70% of women switch their wealth management relationship to a new financial firm within a year of their spouse's death.¹⁸

Talk to us

Regardless of whether you're the breadwinner for your family, as a woman you need to take ownership of your finances so you can live life on your terms. But you don't have to do this by yourself.

Here at Edward Jones, we want everyone to prosper. Our financial advisors will meet you where you are, and take time to get to know you beyond just your finances. We'll work together on developing a long-term investment strategy that accounts for the bigger, better impact you want to have on your life, and the lives of those around you. And we'll support you throughout your journey with open and direct conversations, pragmatic guidance and a dedicated team.

Find out what we mean by talking with an [Edward Jones financial advisor](#) now. Because there's nothing more important to us than understanding what's important to you. Your first meeting is complimentary.



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