

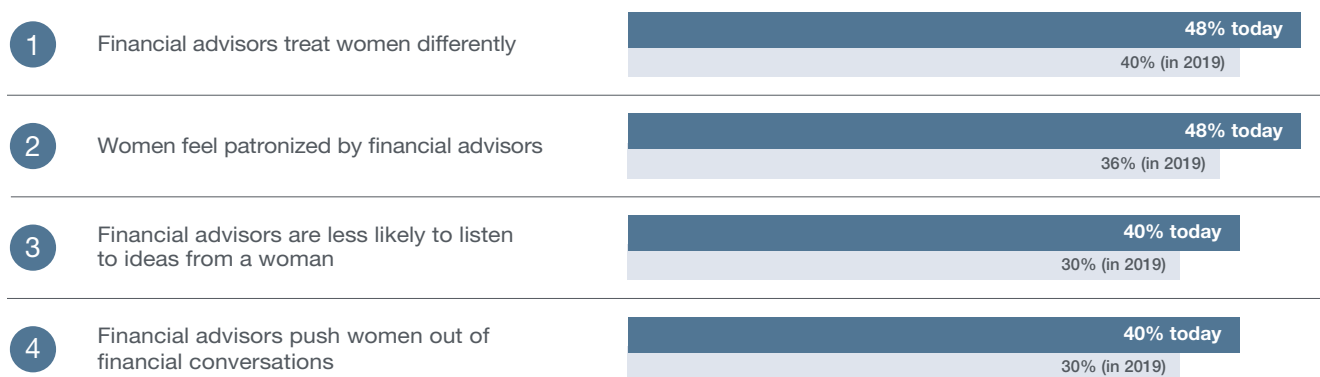
# Building financial futures

## Partnering with your women clients

### Key insights into women's financial experiences

New York Life Investments conducted extensive research over the past five years, including surveys and focus groups with more than 3,000 women investors, to understand their evolving needs and perceptions. Over that period, we've found there has been little positive change in women's perceptions of equality within the financial services industry. A significant portion of women feels advisors – both male and female – treat them differently or exclude them from financial conversations. This has led to a decrease in women's confidence in their understanding of the market and in being comfortable with their investment choices.

### The sentiment hasn't changed over the last five years...<sup>1</sup>



### ...but women's control over financial decision-making has increased.



90% of women are sharing in or **primarily in charge** of financial decisions.<sup>2</sup>



**Women drive over 80%** of all consumer purchasing, in buying power and influence.<sup>3</sup>



**67%** of women over 50 years old share in decision-making for finances with their spouses.<sup>4</sup>

1. New York Life Investments and RTI Research, March 2023. Results based on survey questions asked of 881 respondents (794 women and 87 men), 25+ years of age, with total household investable assets of \$100k+, and currently working with a financial advisor. 2. Forbes.com, "How Women Can Change the World with Their Money Choices," 9/22/20. 3. Bankrate.com, "The Rising Purchasing Power of Women: Facts and Statistics," 1/4/23. 4. U.S. Census Bureau 2017.

## Mutual growth: Better relationships can lead to increased business

Our research has shown that most women investors increasingly switch financial advisors for reasons other than investment performance, citing poor customer service and a lack of personal connection. At the same time, the study also revealed that nearly half of the women surveyed felt that a woman advisor is more attuned to their needs – which was a significant increase from previous years. This connection is not just about shared gender but about the perception that women advisors bring deeper empathy and understanding to their interactions.

## Five attributes of the ideal client relationship with women

As women continue to control more personal wealth, the demand for advisors who can genuinely relate to and address their specific concerns is expected to grow. Bottomline: the ability to develop stronger relationships with women clients is more crucial than ever. Below are the five attributes our research uncovered that can lead to the ideal client relationship with women.



## Get started now

Let us help you get started on your path to building strong relationships with your women clients. Our practical strategies and insights will help you grow business by helping them achieve their own financial success. Contact your Advisor Consultant today and gain access to all our Advisor Advancement Institute has to offer.



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