



Research Insights

Inspiring Women by Partnering in Their Financial Growth

Little positive change has been made in the past five years when it comes to women's investing experiences. Our research shows that almost half (44%) of women agree they face inequalities in investing, and the number has increased since 2019.

Compared to our 2019 study, the number of women who agreed with the statements below also increased:

- Financial advisors treat women differently.
- Women feel patronized by financial advisors.
- Financial advisors are less likely to listen to ideas from a woman.
- Financial advisors push women out of financial conversations.

Confidence in financial knowledge and investment decisions significantly decreased since our 2019 study.

Our research shows that across all demographic segments, less than 24% of women feel confident in their knowledge of the market, and less than 33% of women across all segments feel comfortable deciding among investment options.

There is a strong desire among women investors to become more knowledgeable about finance and investing, but it comes down to a financial advisor's communication.

Our research indicates that women value communication and education, especially when their financial advisor understands that they may be new to investing and have questions. They also value a financial advisor that is patient, detail-oriented, and empowering.

Women investors prefer working with women financial advisors (43%) or having at least one woman on their advisory team (54%), and these numbers have increased since 2019.

Our research indicates that nearly half of women agree that a woman financial advisor would be more attuned to their needs (48%), up from 29% in 2019.

Opportunity set: Becoming a partner in the financial growth of women investors

Women are increasingly controlling substantial amounts of wealth in America. However, a majority still feel they face inequalities. Personal wealth controlled by women currently stands at \$10 trillion and is set to rise 200% by 2030. Even as this growth continues, there is significant improvement to be made in providing tailored financial services to women. As the investment arena continues to diversify and adapt, recognizing the distinct needs and focuses of different investor segments becomes paramount. By understanding women's specific challenges in investing, fostering personability and customization in client relationships, and showcasing empathy, financial advisors can make a profound impact on their clients. Understanding the needs and challenges of women investors not only helps them achieve financial success, but can ultimately lead to the growth of a financial advisor's business as well, due to retention and referrals.

New York Life Investments has conducted five years of research to better understand this market. Recently,

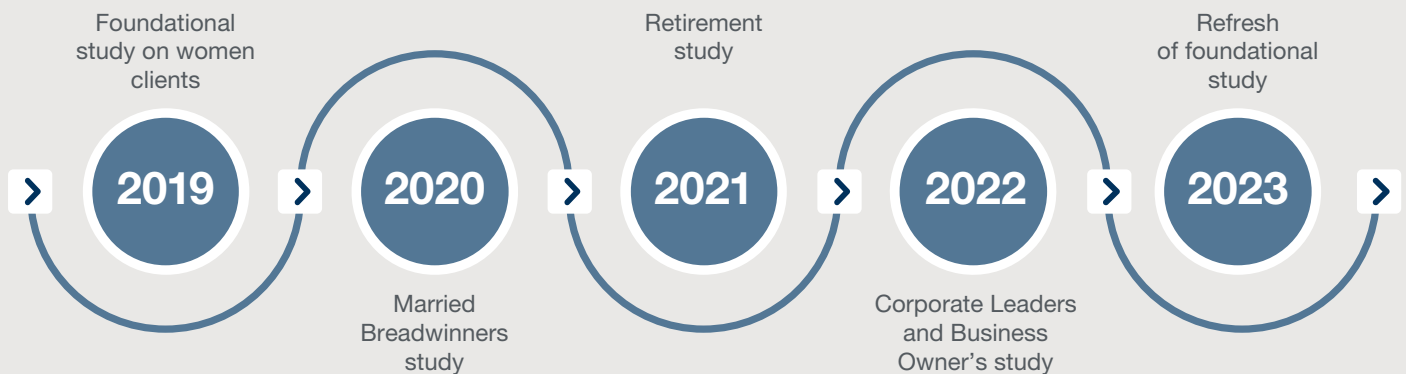
we commissioned a new study to refresh our initial market research conducted in 2019. Its purpose being to identify the specific needs of women investors and how financial advisors can address these needs.

As part of the study, we surveyed 881 people:

- 202 were categorized as 'Married Breadwinners'
- 198 categorized as 'Married Contributors'
- 204 categorized as 'Single Breadwinners'
- 190 categorized as 'Suddenly Single'
- 97 were categorized as 'Male Partners'

In addition to the quantitative survey, New York Life Investments also commissioned a qualitative focus group study to provide more in-depth learnings about women investors regarding their financial advisor relationships and educational needs.

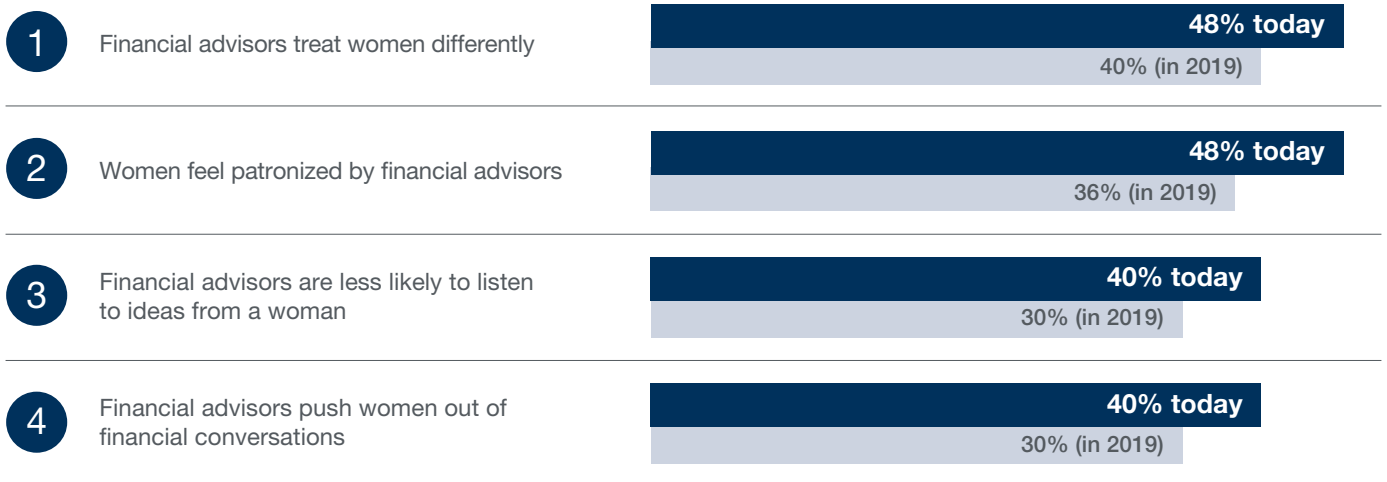
Over 3,000 women investors polled since 2019



What's changed over the past five years?

Sadly, we have seen little to no progress in the perception women have of financial advisors since we began our market research in 2019. In fact, women investors cite inequalities more so today than they did in 2019. For instance, more women today believe that financial advisors treat women differently, feel patronized by their financial advisors, believe financial advisors are less likely to listen to ideas from a woman, and that financial advisors push women out of financial conversations, than they did in 2019 (see chart below).

Perception of Women and Investing



Sources: 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.

There is strong agreement among those surveyed regarding women's inequalities in investing and a noticeable appetite to work with a woman financial advisor because of this. Two thirds (63%) feel that it is important that their financial advisor knows what it means to be a woman in their specific situation, and 89% feel it is important that their financial advisor treats them like an equal. Only 56% of women investors who prefer to work with a woman financial advisor do, and overall, one in three women investors currently work with a woman financial advisor. Of the focus group participants, the majority of those looking for a new financial advisor said "definitely yes" to working with a woman financial advisor next. However, given the limited number of women financial advisors available, qualified candidates are harder to find.



“I had a male before and left because I didn’t like how I was talked down to. And when I asked questions, I didn’t really feel like I got a straight answer.”

Women investors want to be heard and to have a relationship with their financial advisor. They also view having a financial advisor as a critical aspect of their investment strategy. For instance, 87% agree that they rely on financial advisors for information about their finances and investments. This is especially important because knowledge and confidence have decreased significantly over the past five years instead of getting better.

When asked if they felt confident in their knowledge of the market today compared to five years ago:

- Suddenly Singles **were down 30%** from 47% to 17%
- Married Breadwinners **were down 41%** from 65% to 24%
- Married Contributors **were down 46%** from 59% to 13%
- Single Breadwinners **were down 44%** from 55% to 11%

All segments additionally expressed concerns about their overall confidence levels and with the financial literacy of their children - with single breadwinners showing the most concern.

This signals a significant opportunity for financial advisors to work with their women clients to build their knowledge and confidence. The research also found that there has been an increase in the desire from women to learn more about investing and investment products, and a higher overall interest in participating in educational events. Financial advisors also have an opportunity to develop relationships not only with their women clients, but also with the next generation by offering education to these families.

Women investors want to learn more about investing, work collaboratively with their financial advisor, and feel that they play a critical role in developing their investment strategy and fostering their education. While it can be difficult for a financial advisor to know what it feels like to be a woman investor, it’s important for them to treat each woman investor as an equal, adapt their approach to meet their concerns, and overall become better partners with their women clients.

Understanding differences between the segments

To better understand the needs of women investors, it is crucial to first assess who they are, what their background is, and how their experiences shape their financial decision making. Our research shows that women investors can be categorized into four distinct segments. These are:

Suddenly Single, Married Breadwinner, Married Contributor, and Single Breadwinner.

We also interviewed the male counterpart to the Married Breadwinner segment to gain a better understanding of their point of view.



Suddenly Singles

These women are recently separated, divorced, or widowed in the past five years. There is a significant increase in negative sentiment within this cohort since 2019 where: 59% feel that financial advisors treat them differently (up from 39%), and 52% feel patronized by financial advisors (up from 32%). However, only a quarter (25%) might not work with a financial advisor again, which is down from 51% in 2019. Their investment style tends to be lower risk, focused on independence, and they are very reliant on their financial advisor. Words this segment uses to describe themselves include: “capable and competent,” “sensible,” “very cautious,” and “optimistic, creative, a problem-solver.”



Married Breadwinners

These are professional women representing the primary source of income for the household. This segment’s feelings towards financial advisors have deteriorated since 2019 where: 49% believe financial advisors push them out of the conversation (up from 40% in 2019); 57% feel patronized by financial advisors (up from 42%); and 58% feel like financial advisors treat women differently (up from 44%). They are quite reliant on financial advisors, and their investment style takes on higher risk than Suddenly Singles, with a focus on retirement. Words this segment uses to describe themselves include: “confident,” “moderately aggressive,” “hardworking,” “smart,” and “capable.”



Married Contributors

These are professional and non-professional women who are not the primary income contributors for the household, but have significant influence over household finances. Similar to the other cohorts, roughly a third (35%) of Married Contributors feel like financial advisors treat women differently; another third (36%) feel patronized by financial advisors; and a quarter (28%) believe financial advisors push women out of the conversation. These results are relatively similar to those reported in 2019. They have a similar investment profile to Married Breadwinners, taking higher risk, focusing on retirement, and being quite reliant on financial advisors. Words this segment uses to describe themselves include: “proactive,” “successful,” “cautious and reserved,” and “capable.”



Single Breadwinners. These are professional and non-professional women defined as living alone or as a single-family unit. This group also encompasses women who were formerly in the suddenly single group but have progressed to single breadwinner and those that do not have a partner. Two in five (41%) feel that financial advisors treat women differently, while 46% feel patronized by financial advisors (up from 38% in 2019), and 41% believe they have less access to financial education (up from 27%). Words this segment uses to describe themselves include: “risk averse,” “careful,” “a novice but intelligent,” and “stressed.”



Male Partners. These are spouses within the Married Breadwinner segment who refer to themselves as: “loyal,” “dedicated,” “conservative,” “easygoing,” “impulsive at times,” “clueless,” “dependable,” and “content.”

The Age of Women Investors Divides Opinions and Behaviors

Our research also split the respondents into two groups: women under 40 and women over 40. We found that for women under 40 (of those married) are more likely to be the primary household decision maker. They are more financially concerned with taking care of their parents and setting up their children for success. Their investment strategy has been impacted by the pandemic, environmental, social, and governance (ESG), and social media. They prefer to meet with their financial advisor on a more frequent basis and in-person, and it is more likely that their current financial advisor is a woman and similar in age to themselves.

However, women over 40 feel more stressed about being the primary household decision maker. They are more concerned financially with retirement, living a comfortable lifestyle, and ensuring long-term care for themselves. Their investment strategy has been more impacted by their life-stage, and when choosing a financial advisor, they place more importance on fees.

| Focus Group Participant **Jamie—Single Breadwinner**

“My motto is to focus on what I can control. To be financially independent, I need to control what I save, and what I spend.”

Unique concerns of women investors

Financial investing philosophies are as diverse as the women investors themselves. What drives women investors—such as their priorities and goals—differs greatly based on their role in the household, as well as their life experiences. It is crucial for financial advisors to understand these drivers for their clients to achieve financial success. It is equally important to understand their concerns.

Women investors' feelings about their household status can give financial advisors a clearer picture of the issues their clients are dealing with, and as such, they can tailor their style and advice accordingly. While many women across all of the segments feel proud and strong about their household role, the top negative sentiment reported was stress. Suddenly Singles, who were more recently put into their position, are the most likely to report negative emotions like stress and worry. One in five (20%) Married Breadwinners and Single Breadwinners stated they feel stressed, while only 8% of Married Contributors felt the same. Over half (57%) of Married Breadwinners would prefer that the role of the primary earner was reversed, whereas only 30% of Male Partners think the same. Women investors who are the primary source of income are clearly under more stress than those with an equally contributing partner. The challenges they face include responsibility, time constraints, pressure, and lack of freedom.

Those that feel negatively about their household income role—particularly in the Suddenly Single segment—are more likely to be working with an older, male financial advisor and feeling less satisfied given their feelings regarding the inequalities women face in investing.

Conversely, those that felt positive about their household income role are more likely to be prepared for their role, knowledgeable about finances and investing, confident in their investment/financial decision making, and satisfied that they're on track to achieve their financial goals. Despite their differences, both sets of groups have similar financial goals, prefer to work with a woman financial

advisor, and are looking for similar qualities in a financial advisor. This indicates an opportunity for financial advisors to relieve some of the pressure women feel by ensuring they are supported and feel confident in their investment decisions.

For Single Breadwinners, the origin of their status impacts opinions and behaviors. Those that never married tend to be more prepared for the breadwinner role, are more knowledgeable, and more confident in their investment decisions. This group tends to feel it is more important to have a woman financial advisor. Women that are separated, divorced, or widowed feel strong and motivated about their breadwinner role. They are more influenced by financial advisors in their investments and place more importance on investment performance when evaluating a financial advisor.

Over half of women investors (59%) believe that women have unique investing needs and challenges. Of those who feel this way, one in four believe their financial advisor does not understand this disconnect, which causes a shift in the relationship. The perception of investing inequalities is strongest among Married Breadwinners and Suddenly Singles. While the Suddenly Single segment is less likely to feel women have unique needs and challenges, they are more likely to agree that there are inequalities when it comes to the financial world and opinions of financial advisors. This could speak to a more positive self-opinion, with a skeptical view of the industry as a whole.

The survey also revealed that leading investing concerns and challenges center on risk. The top concerns were balancing desires for higher returns against comfort levels with riskier investments and understanding risk tolerance.

Understanding how women investors choose a financial advisor

For financial advisors to better tailor their services for women investors, they need to look not only at how they can enhance relationships with existing clients, but also how they can attract new clients and grow their businesses. Women investors have developed criteria for choosing a financial advisor based on dissatisfaction with their current financial advisor. The decision-making process for women selecting financial advisors is influenced by several key factors.

What are women investors looking for when selecting a financial advisor?

Introductory meetings are a crucial factor in how women evaluate if they will move forward with a financial advisor. Focus group results show that women place a strong importance on having good conversation during this meeting, making sure their potential financial advisor knows them as a person, their lifestyle, circumstances, and goals. The results show that women prefer face-to-face introductory meetings in order to get a better read of chemistry.

During this meeting, women want their knowledge of financial strategies and their risk tolerance to be assessed by the financial advisor. Some women desire a pre-meeting questionnaire for a financial advisor to get to know them right away. Women that participated in the focus groups also indicated that they like to establish a frequency of formal and informal meetings and an expectation on responsiveness.

Focus Group Participant **Paige—Suddenly Single**



“I’d like a phone call and then an appointment at a physical location. I want my financial advisor to know my life story to accurately understand my goals and objectives. It’s crucial for them to not look at me as a sum of money where they simply tell me where my money should go.”

In choosing a financial advisor, two thirds (63%) of women polled consider a financial advisor’s knowledge about investing to be the most important factor. Being treated with the respect they deserve falls in second place with 56%, and choosing a financial advisor that takes the time to understand her specific financial needs is the third most important factor—making up 54%. Other important factors are whether the financial advisor is a trusted partner, and if the financial advisor takes her concerns seriously. The factor with the least votes is the financial advisor having strong performance. This reiterates the point that how a financial advisor treats their client is just as important, if not more important, than their investing performance.

How does the gender of a financial advisor affect selection?

Our research shows that a significant percentage of women believe a woman financial advisor would be more attuned to their needs (49%). This percentage has increased 19% since 2019. Data shows that women would prefer to have other women involved in their financial advising experience, with 54% agreeing that it is important for the advisory team to have at least one woman.

When asked if the groups prefer to work with a woman financial advisor, 52% of Married Breadwinners agreed, making up the largest group. Following behind is Suddenly Single at 49%, while 34% of Married Contributors, and

35% of Single Breadwinners agreed that they prefer to work with a woman financial advisor. Those who prefer not to work with a woman financial advisor tend to be older, with an average age of 55—while those who preferred to work with a woman financial advisor had an average age of 40.

Notably, only 56% of those who prefer to work with a woman financial advisor do, according to poll results. However, a contributing factor here may be that there aren’t as many women financial advisors compared to men. Married Breadwinners make up the highest amount, with 41% currently working with a woman financial advisor. Male Partners make up the smallest group, at 14%. Across all groups in this survey, the number of people with a male financial advisor is higher with Single Breadwinners, Suddenly Singles, and Male Partners. Notably, 86% of Male Partners have a male financial advisor.

According to the focus group results, many women investors find it easier to form the desired connection with a woman financial advisor. They find that they communicate similarly and better understand what it’s like to be a woman managing families and professional careers in a male-dominated world. In essence, male financial advisors are perceived as lacking emotional intelligence (EI)—an essential ingredient for a successful relationship.

Focus Group Participant: **Rosa—Married Breadwinner**

“I love my current financial advisor because she’s a mom and very relatable, so she’s been able to help me put things in place for my children to prepare them for their future. I also appreciate how open, kind, and sincere she is.”



What factors influence women investors' satisfaction with their financial advisor?

Investors with higher financial advisor satisfaction tend to be younger and more knowledgeable about investing. Additionally, they tend to have more tenured relationships with their financial advisors.

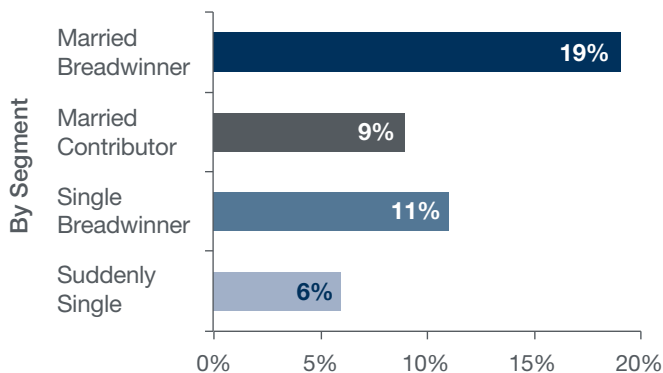
Those who were less satisfied with their financial advisors felt that their financial advisors were not personable, or their investments had not done well. Financial advisors can increase satisfaction through personability, willingness to listen to wants and needs, and showing value of opinions.

About one in four women investors have previously switched financial advisors. With 39% of women (vs. 27% in 2019) having made this switch due to poor customer service, 32% of women (vs. 29% in 2019) having switched due to a lack of personal connection with their financial advisor, and 45% of women (vs. 33% in 2019) having switched because of poor performance - which

remained the most common reason. Other reasons include changes in investable assets, life stage, career, or they prefer that their spouse or themselves do it. Data show that 59% of these women find that their new financial advisor is much better than the previous one.

Women investors who have been likely to change financial advisors have tended to be younger. Women who place greater importance on digital capabilities and research tools (i.e., mobile apps) have also been more likely to switch financial advisors. Additionally, women investors who want an advisory team with more women representation have been likely to change.

Likelihood of women investors changing their financial advisors



Women Investors Likely to Change Financial Advisors:

Place a greater importance on the digital capabilities and research tools available from a financial advisor's company

Feel it is important to have a woman on their advisory team

Do not feel personally connected with their advisor

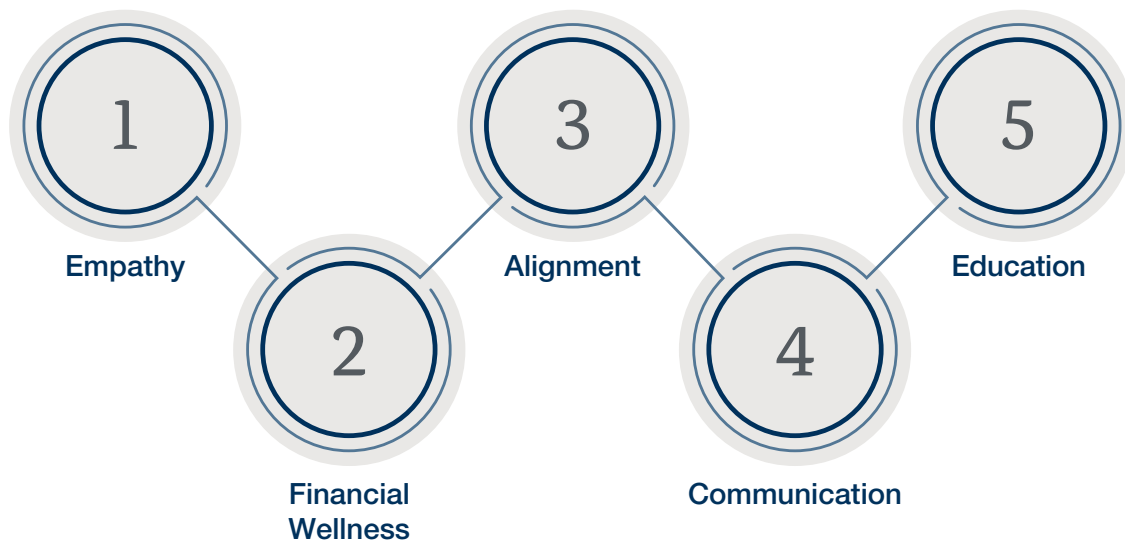
Tend to be younger in age

Sources: 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.

Improving client service through empathetic communication and listening

There are five attributes of the ideal client relationship with women: **Empathy, Financial Wellness, Alignment, Communication, and Education.** Building client relationships with these attributes in mind helps a financial advisor achieve the most synergistic and successful relationship with their client.

Five Attributes of the Ideal Client Relationship with Women



Focus Group Participant Jodi—Single Breadwinner



“In the past, it seemed that my financial advisor did whatever he wanted and ignored my wishes, needs, and goals. He made decisions based on what he thought was right and did not engage in a conversation with me—which could have been as easy as picking up a phone for a quick call, sending me an email, or even sending me a text.”

The survey found that the most important factors in driving alignment when it comes to women clients and their financial advisors are taking concerns seriously, treating the woman investor like an equal, knowing what it means to be a woman in their specific situation, and taking ownership for his or her actions—particularly with regard to any advice being shared. These concerns demonstrate the crucial role of understanding women investor’s goals plays in optimizing women’s experiences with financial advisors. Despite these factors being highly important, the number of Suddenly Singles, Married Breadwinners, and Single Breadwinners who feel their financial advisor understands their goals has decreased in the past five years. Therefore, we have found that there is a timely need for financial advisors who are understanding and empathetic—generated by demand among 31% of women seeking help in managing day-to-day expenses and investing for their financial future, a number that has grown by 8% since 2019.

Building a professional client relationship with women investors

One commonality among women investors found in our focus groups is wanting a connection and relationship with their financial advisor. In order to connect and build stronger relationships with their women clients, financial advisors must rethink their role in the relationship. Financial advisors must reframe their relationships from a transactional relationship to that of a synergistic relationship where clients feel nurtured and empowered.

The number of Suddenly Singles, Married Breadwinners, and Single Breadwinners who feel their financial advisor connects with them on a personal level (45%, 49%, and 47%, respectively) has decreased since 2019 (60%, 52%, and 61%, respectively). This decrease in personability in the last five years presents an opportunity for financial



advisors to improve in this area. Further, financial advisors can build trust with their women clients by working in a collaborative manner—making the client feel seen and understood. This is especially important in the Suddenly Single and Married Breadwinner segments, whose male partners may have taken the lead in financial matters—according to our focus group results.

However, no matter the segment, working in a collaborative manner encourages two-way communication so women clients will feel comfortable sharing concerns and knowledge deficits, which in turn educates the client. Financial advisors should always show patience, including explaining things plainly, and placing emphasis on helping women learn. Additionally, being empathetic and understanding were commonly favored characteristics raised by respondents in the survey. Therefore, financial advisors can foster empathy by taking time to understand specific needs, speaking in a language the investor understands, and treating the woman investor the same as their male partner.



Increasing Communication

Client service can also be improved through increased communication. Survey results found that there is a correlation between financial advisor satisfaction and the number and frequency of meetings—with face-to-face meetings being preferred across all segments. Also important to note was the increased desire of women investors across segments to want to meet at least once a month or more (26%), which was significantly up from our 2019 results of 3%. Women polled in the focus group indicated that they want to meet with their financial advisor on a frequent basis and expect the financial advisor to touch base with noteworthy news that could impact their portfolio.

According to the focus group results, good communication is characterized by both the frequency of contact and responsiveness, as well as the style of communication. Many women feel this is lacking, especially by their male financial advisors. However, in order to be selected as a financial advisor, whether a woman or male, it is critical to not only display investing expertise, but also to indicate early on in their interactions that they can mirror their women clients' communication style.

The focus group results show that many women desire quarterly meetings, even if just for a quick call to touch base. Women who participated in our focus group also indicated that they expect financial advisors to schedule meetings, send follow up emails with meeting notes and additional information, and expect responses within 24-48 hours. Across the segments, the percentage of women who want to meet with their financial advisor once a month or more has also significantly increased.

Research results showed that women appreciate when a financial advisor understands what's important and meaningful to them and then reaches out to connect even when the topic is unrelated to investing. It can be more than only connecting on birthdays and holidays—but that can also be a great place to start. Utilizing a calendar that outlines all actionable and timely outreach opportunities can help financial advisors enhance client relationships.

Empowerment through education

Education plays a pivotal role in the empowerment of women when it comes to their personal finances. Across all segments, less than 24% of women feel confident in their knowledge of the market, and less than 33% of women feel comfortable deciding among investment options. In both categories, these percentages have greatly decreased in the last five years, demonstrating an opportunity for financial advisors to educate and empower their clients.

Married Breadwinners are the most confident segment, making up the highest percentage (63%) of women who feel extremely knowledgeable about finances and investing. Following is Suddenly Single (49%), Single Breadwinners (46%), Male Partners (43%), and Married Contributors (41%). Those who felt extremely knowledgeable about finances and investing tended to be younger (average age 42) and less likely to believe women have unique investing challenges. People who are extremely knowledgeable about finances and investing tend to have a higher appetite for risk, higher likelihood to have children under the

age of 18, a higher level of education, and a more active asset management style than those who are somewhat or less knowledgeable. The key takeaway here is that there are women in each category that still need a confidence boost. So, seek out the 37% of Married Breadwinners, 51% of Suddenly Singles, 54% of Single Breadwinners, and 59% of Married Contributors to connect with them and provide that confidence boost needed to help increase their knowledge of the markets.

Focus Group Participant **Janel—Married Breadwinner**

“I want to walk away from a discussion with my financial advisor feeling informed and know what’s happening with my account. I’d also like my financial advisor to offer to show me similar client accounts—so I can see an apples-to-apples comparison similar to my situation.”



When asked if they are completely satisfied about being on track to achieve investment goals, Married Breadwinners remained the highest percentage (73%), followed by Male Partners and Suddenly Single (64%), Single Breadwinners (60%), and lastly Married Contributors (59%). There is room to increase women's satisfaction about being on track to achieve goals. Ultimately, the data underscores strong potential for empowering women to increase engagement, confidence, and satisfaction.

Lack of connection between a financial advisor and a client can be a roadblock to a woman's basic understanding of financial instruments and strategies. Women who participated in the focus group felt that male financial advisors often come off as all-knowing, less patient, and tend to deprioritize. Because of this, some women do not ask for what they need, such as visuals to aid understanding and less technical terminology.

Many women need education on the basics of investment instruments and strategy, but do not feel they receive enough attention from their financial advisors; therefore, they are uncomfortable in asking. Among the focus group, these women often take a do-it-yourself (DIY) approach to their financial education using Facebook, YouTube, and Google as sources for their financial information. Some of the topics they tend to search for

on their own include crypto, artificial intelligence (AI), specific stocks they've heard mentioned, and retirement calculators. These women stated that they have some interest in webinars, videos, or written education from financial advisors, but only if they are customized to their needs and are not time consuming.

To get through to women investors, a financial advisor's educational style needs to be adjusted to how women communicate and learn. Positive education style for women is characterized by patience, understanding of knowledge limitations, use of plain language, being detail oriented, and being empowering—according to the focus group results. Adversely, negative education style is described as poor, gruff, hurried, and non-responsive.

Our research shows that women have an interest in gaining knowledge of the financial industry; and that there is significant interest across segments in participating in in-person education and online classes. This presents a strong opportunity for financial advisors to raise their profile with women.



Mutual growth: Better relationships can lead to increased business

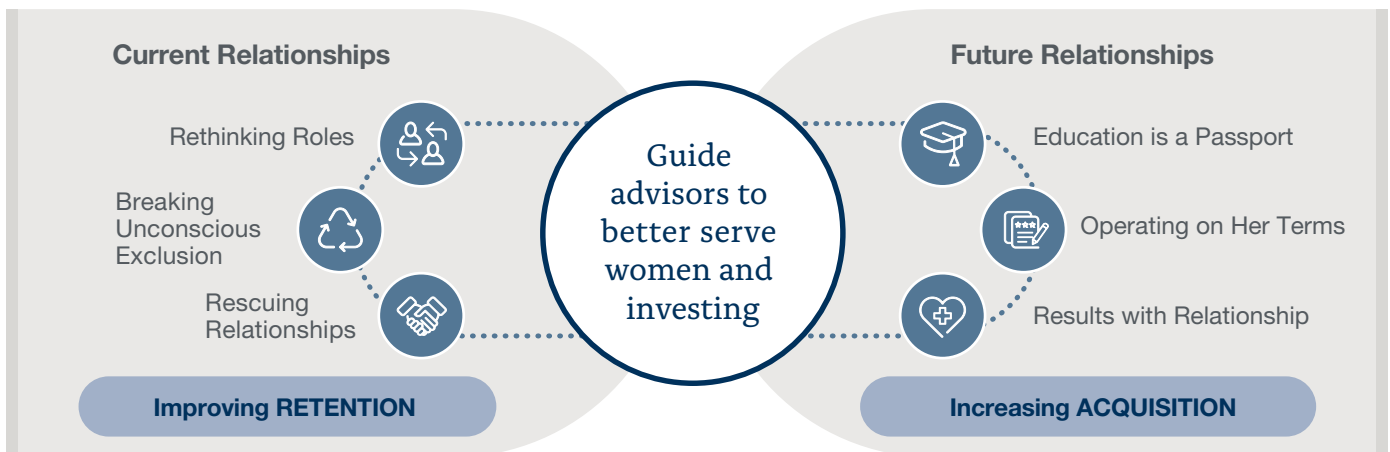
As 51% of women will share their experiences with their financial advisor among friends and family, reputational risk exists for financial advisors who don't meet their clients' needs. For women that have positive experiences, this can be a great avenue for financial advisors to increase acquisition. Focus group participants were eager to share their good financial advisor experiences, which highlights the opportunity for women to become strong advocates—potentially leading to more referrals. Over a lifetime, women will make 26 referrals to their financial advisor on average, compared with 11 by the typical male client.

Best practices suggest that a few, simple behaviors can have a significant impact. To improve retention among existing clients, financial advisors should reexamine their goals and objectives as a financial advisor, break unconscious exclusion, and endeavor to rescue any at-risk relationships. For increasing acquisition, financial advisors can foster future relationships by using education as a passport, operating on women investors' terms, and being results driven.

achieve their own financial success—which can also ultimately help grow their own practices. To build advocacy among women clients, it is recommended that financial advisors focus on building a personal connection with their clients and commit to helping them improve their comfort level with making investment decisions. Increasing the frequency of communication and discussing financial goals are also proven ways of building advocacy and trust with women clients.

Financial advisors should put emphasis on building strong relationships with women clients by helping them

Best practices suggest a few, simple behaviors can have a significant impact



Next steps: A few, simple behaviors can have a significant impact

As the investing landscape changes, and women become increasingly involved in their personal and family finances, the way financial advisors interact with their women clients needs to evolve as well. It is no longer enough for a financial advisor to adhere to a one-size-fits-all approach. Instead, it is imperative they make a strong effort to understand the needs of each of their women clients in order to best serve them individually.

This research confirms that women do have unique needs and challenges when it comes to investing, and financial advisors should foster these relationships with understanding, education, and empathy. In order to connect and build stronger relationships with their women clients, financial advisors, especially males, should move from a transactional relationship to being more synergistic—where clients feel nurtured and empowered. They can do this by fostering a collaborative working style to build trust and encourage two-way communication. Financial advisors should also exhibit a respectful teaching style, showing patience and sharing appropriate materials to help advance their clients' knowledge, so they feel confident and in control of their financial decisions.

The majority of women (89%) feel it is important that their financial advisor treats them like an equal.

Our research underscores a paramount fact that women want to be understood and taken seriously by their financial advisor. Through implementing small but impactful changes to establish a strong relational foundation, a financial advisor can achieve mutual growth that not only benefits their business but empowers their women clients.



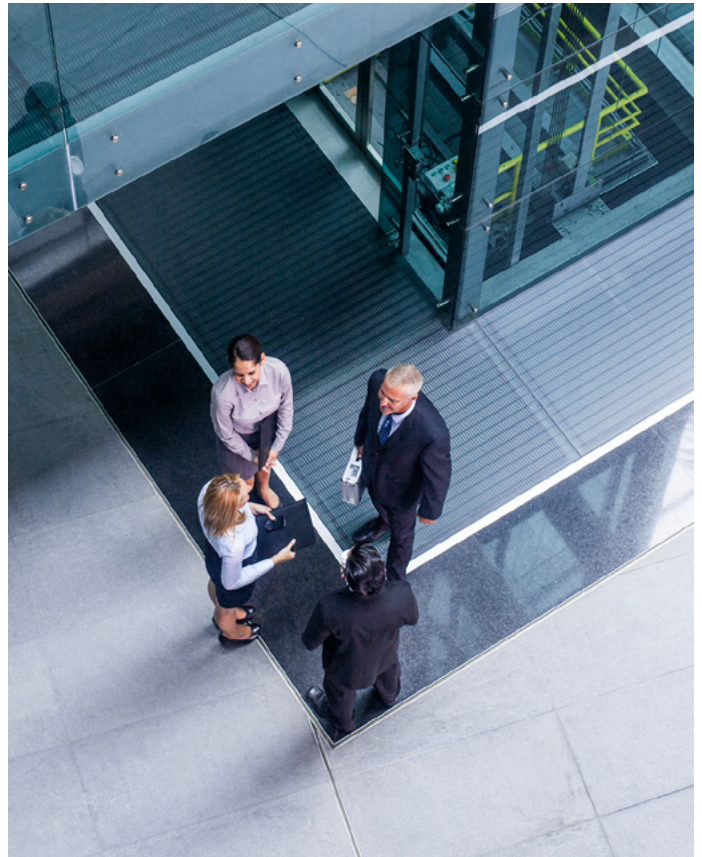
About the Advisor Advancement Institute

In a constantly evolving financial services landscape – where a sea of financial guidance and investment options are just a click away – we understand you face a challenge in demonstrating your value to clients in a manner that goes beyond product and performance. And we understand that achieving continual growth depends on building deeper and longer-standing relationships.

At the Advisor Advancement Institute, we partner with colleagues, wealth managers, and their clients to uncover essential insights that can help financial advisors be better at their roles, and then turn those insights into learnings designed to better-equip you to achieve your organizational goals.

We do this by carrying out regular proprietary research that delivers valuable insights on the demographic trends, topics, and themes that will help you create better client engagement.

We believe that when financial advisors create better client engagement, you will not only get more clients but also increase client loyalty and advocacy.



Find out more

To find out more about the Advisor Advancement Institute and how we are working to help people and businesses like yours grow through insights and the sharing of best practices, contact your regional Advisor Consultant, or visit our Practice Management site at newyorklifeinvestments.com.

For more information:
888-474-7725 option 1, then option 2

Methodology



Survey

New York Life Investments commissioned this market research study in 2023, and it was conducted by RTi Research. The study consisted of a self-administered 20-minute online survey and served as a refresh to research conducted in 2019 to identify the specific needs of women investors and how financial professionals address these needs. The earlier research identified a clear segmentation based on household composition and role in household finances and identified needs unique to women investors. This new survey re-analyzes the previous segmentation and provides insight on any changes to women investors and how financial advisors can best improve their services to this market.

All respondents were sourced via an online panel and were required to be ages 25 or older, have total household investable assets of at least \$100,000, and to be currently working with a financial advisor. Beyond this, women respondents were required to be employed and involved in household financial decisions and male respondents were required to be married to/living with a woman breadwinner. The total number of respondents was 881. The split of respondents was: 202 'Married Breadwinners;' 198 'Married Contributors;' 204 'Single Breadwinners;' 190 'Suddenly Single;' and 97 'Male Partners.'



Focus Group

New York Life Investments also commissioned qualitative focus group research in 2023, which was conducted virtually by RTi Research. This qualitative research was undertaken to provide more in-depth learning about women investors regarding financial professional relationships and educational needs. The goal was to glean clear insights and prescriptive directives to help financial advisors embrace why and how working well with women clients is a key factor in practice success.

Respondents were sourced via an online panel among women ages 30+, working full-time, having over \$250,000 in investable assets, at least sharing in the household financial and investment decision making, and working with a financial advisor (male or female). Participants were identified as one of four segment types established by the survey research. The focus groups were split into two groups, the first covering financial advisor relationships and the second covering investment education.



INVESTMENTS

The information in this paper is approved for the general public, even though it was conceived with the needs of intermediaries in mind.

The Advisor Advancement Institute is a program within New York Life Investments. "New York Life Investments" is both a service mark, and the common trade name, of certain investment advisors affiliated with New York Life Insurance Company.