



Women today represent a diverse and multifaceted segment of the financial planning marketplace. In fact, women account for 85% of all consumer purchases.¹ Furthermore, today’s women are highly educated and more financially empowered than ever before. However, evidence suggests that their financial planning needs are not being met. **What does this mean for you? An opportunity!**

EARNING POWER

With a gender wage gap of nearly 20%, women today still earn considerably less than men.²

SAVING HABITS

Women generally save less and may need to rely on Social Security more than men.³

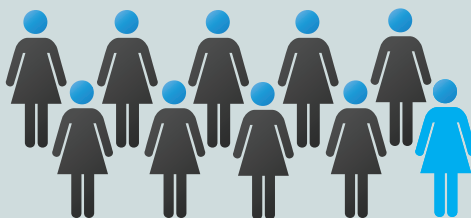
LONGEVITY

Women live longer than men and therefore have a greater concern about outliving their assets.⁴

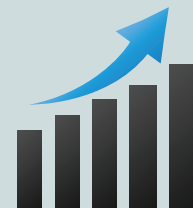
Despite these challenges, there is a significant opportunity in this market for advisors. Female economic growth represents the biggest emerging market in history yet even with this significant purchasing power, this segment of the market remains largely uninsured or underinsured.



32% of women say they don't have enough life insurance, pointing to a big opportunity for female clients.⁵



More than 90% of women will be their family's primary financial decision maker at some point in their lives.⁶



In the next 5 years, private wealth is expected to grow from \$14-\$22 Trillion, with women controlling a large portion of it.⁷



51% of U.S. private wealth is controlled by women⁸



1/3 of wives own no life insurance at all.⁹

Female buying power, coupled with the influence they have over their family's financial decisions and their strong desire for financial health and wellness, present a huge opportunity for advisors. For more information on how you can tailor your approach to address the varied needs of women, contact your dedicated Case Design Analyst.

¹ Stephanie Holland, *Marketing to Women Quick Facts*. ² America's Women and the Wage Gap, October 2016, published by National Partnership for Women & Families. ³ Casey Dowd, *Why are Female Baby Boomers Working Longer?* May 13, 2016. ⁴ Social Security Life Expectancy Calculator, 2013. ⁵ LIMRA Insurance Barometer Study. ⁶ *What Women Breadwinners Want*. Lauren Young. August 20, 2015. ⁷ *Why do advisors have such a hard time reaching women?*, CNBC, February 2015. ⁸ Ekaterina Walter, *Marketing to Women: 30 Stats to Know*, March 28, 2012. ⁹ LIMRA Facts of Life.

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