



April 18, 2019

I love my two daughters as much as my three boys and have been very intentional about teaching them to be savvy with money. Since our oldest girl was little, I've talked to her about investing and being smart in business. In her 3rd grade class presentation, she actually chose the profession of "investor" for her future career.

Unfortunately, young women often still hear the message that money is a man's responsibility. A survey by Charles Schwab, for example, found that parents emphasize saving and budgeting with their daughters but are more likely to discuss investing with their sons. Here are 5 reasons why we need to change this narrative:

- 1) The life expectancy for women is 5 years higher than for men. (U.S. Census Bureau)
- 2) The divorce rate of couples over 50 has doubled since the 1990s. (Pew Research)
- 3) The average age of a widow is 59 years old, and three out of four married women are widowed by the age of 75. (U.S. Census Bureau)
- 4) Women are often the primary caregivers for their extended family, making financial decisions for elderly parents and also not being able to work full-time to save for their own retirement.
- 5) Women currently control \$14 trillion of personal wealth in the U.S., and that number is growing. Over the next two generations, women stand to inherit 70 percent of future wealth. (Wealth Institute Research)

At some point, the women in your life will be financially independent (if not by choice, by circumstances). The way women feel about money begins from a very young age. Equipped with the right attitude and education, young women can feel empowered and confident about their financial future. Let's change the narrative together.

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