



One less thing
for her to
worry about.

*Help serve a large and
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Women contributed nearly \$770 billion to the insurance industry in 2013 — and that number will double by 2030, according to estimates.¹



You can make a real difference

Women have more economic power than ever

Despite their economic impact, women report dissatisfaction with financial services providers.²

- 91 percent feel that financial providers focus more on selling to them than educating them.
- 76 percent say the industry does not consider their best interests.
- 71 percent feel financial service firms are out of touch with women's needs and concerns.

Not surprisingly, women have become skeptical and distrustful of the financial services industry as a result.

What women want

To fully own their financial future, women want a trustworthy financial partner whose first objective is to educate.

When serving your female clients:

- Understand that women today have busy schedules with many demands.
- Recognize their needs and respect their roles as wage-earners and decision-makers.
- Appeal to their need for research, information and education.
- Treat them as intellectual equals.

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1. *She for Shield: Insure Women to Better Protect All*. International Finance Corporation. www.ifc.org/wps/wcm/connect/a2d8348049d01b0c82a5a3e54d141794/Gender+Report_Web-1.pdf?MOD=AJPERES. Web. 2015. 2. McGrady, Vanessa. "Survey: Women Feel Disconnected from Financial Services Companies." *Forbes*. 17 March 2016.

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