



Women & Wealth:

FINANCIAL CONFIDENCE

COMES WITH FINDING THE RIGHT ADVICE

I P C P R I V A T E W E A L T H



PERSONALIZATION MATTERS

Regardless of gender, a good financial plan is one that is unique to you and the goals you set for yourself. But a financial plan that works for the man in your life may not automatically work for you.

There are added factors that make certain planning elements more critical to women. There is often a need to balance care giving for children or older parents with a career and other personal commitments. Women worry about leaving a legacy, and becoming a burden to their children in the future. Some of these 'life factors', coupled with the concerns women tend to have when it comes to their wealth also suggests that women may choose to invest differently from men.

Women have historically taken a back seat when it comes to investment decision-making. While a lack of engagement or confidence may be reasons why, often, more pressing work or family matters force financial planning conversations to be relegated.

We believe with the right advice, women can confidently take charge of their financial future.

FINANCIAL FACTS



OF WOMEN WILL PLAY THE ROLE OF
SOLE FINANCIAL DECISION-MAKER
AT SOME POINT IN THEIR LIFE.



OF WOMEN ARE CONFIDENT IN THE
QUALITY OF ADVICE THEY MAY
RECEIVE FROM AN ADVISOR.



THE CASE FOR A TRULY ENGAGED FEMALE INVESTOR

A lack of readiness to manage, inherit and eventually transition their wealth can negatively affect the financial future of a woman.

MORE WEALTH: Women in Canada are expected to control close to half of all accumulated financial wealth over the course of the decade ending in 2026. Yet, in a recent poll among affluent Canadians, we found that men (74%) remained the lead decision-makers for financial and investment decision in their household.¹ Among women, only 46% said they were the lead decision-makers.² However, research shows that 90% of women will have to play the role of sole financial decision-maker later in life, often due to a death or divorce, but only 50% trust the advice they may get from an Advisor.³

INHERITANCE AND READINESS TO TRANSFER WEALTH:

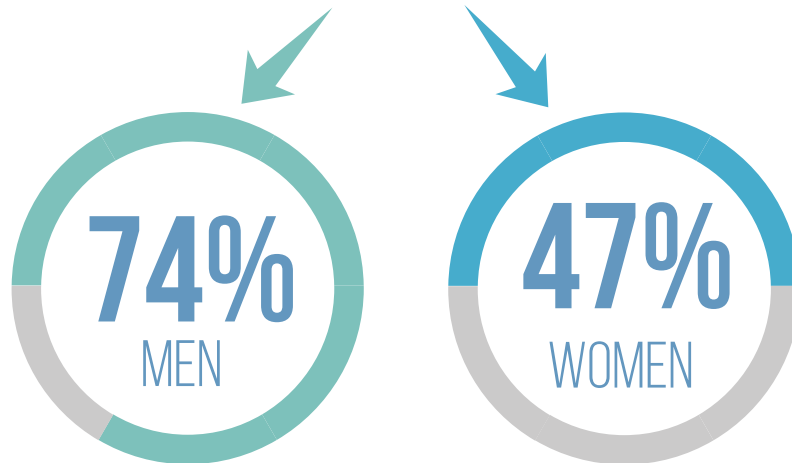
A significant amount of wealth – an estimated \$900 billion – is projected to transition as inheritances to Canadian women of all ages.⁴ Many women are often not aware that they will inherit until after their benefactor has passed. This can lead to complications or result in wealth not transitioning smoothly between parties.

It is time to change the narrative that women are not interested in managing their money.

**\$900
BILLION**

**THE ESTIMATED SUM OF
ASSETS THAT WOMEN IN
CANADA WILL INHERIT BY 2026**

**PRIMARY FINANCIAL AND INVESTMENT
DECISION-MAKER AMONG AFFLUENT CANADIANS:**





THE HARSH REALITY WHY PLANNING CONSIDERATIONS DIFFER FOR WOMEN:

MORE WOMEN ARE INDEPENDENT INCOME EARNERS

As active participants in the workforce - career professionals and entrepreneurs - women are earning more, and their income will continue to rise. Though many are independently responsible for financial decisions around the home, they tend to shy away from investment decisions or report lower levels of knowledge and confidence in wealth management.⁵

WOMEN LIVE LONGER

Women are more likely to be widows. Based on their longer life expectancy and marriage to older partners, many baby-boomer widows outlive their partners by 10 to 15 years.⁶ For this reason, women must plan to ensure their future income can sustain their lifestyles after the death of a partner.

WOMEN ARE MORE LIKELY TO HAVE INTERRUPTED CAREERS

Family responsibilities - looking after young children, caring for a sick or disabled child, or caring for an ailing parent - may force women to take time away from their careers. This is one reason why women continue to earn less than men - affecting their long-term savings and wealth management strategy.

DIVORCE HITS WOMEN HARDER

Not all women walk away from a divorce with a big settlement. Women often need more than a 30% increase in income to sustain their pre-divorce standard of living.⁷

A woman with blonde hair in a bun, wearing black-rimmed glasses and a light grey t-shirt, is sitting at a desk with a laptop. She is looking directly at the camera with a slight smile. The background is a bright office with a bookshelf and another person working in the distance. A green semi-transparent banner is overlaid on the bottom left of the image.

TIME TO **SHIFT**



YOUR REALITY DRIVES YOUR PLANNING DECISIONS

The dominant planning worries women express revolve around the impact their own harsh reality has or will have on their personal and family lives. When it comes to their financial stability and future, among others, women typically worry about:

- having enough to retire on
- their ability to responsibly manage the wealth they've earned or inherited
- their desire to pass on a legacy that is greater than what they received
- paying down debt
- giving to philanthropic causes
- the emotional and financial weight of becoming single again
- becoming a burden to their children later in life
- the health and happiness of their family
- their own health, both mental and physical

All of these factors require careful consideration and planning. We believe finding the right financial advice rests in finding the right Advisor. It is that simple.

“ **Success isn't about the amount of money you make, it's about the difference you make in people's lives.**

Michelle Obama



SEEK NOTHING LESS THAN
A **CHECK IN EVERY BOX.**

Our Advisor Assessment Framework

outlines important questions you should consider to help you find the right Advisor:

- 1** KNOWLEDGE AND INSIGHT
- 2** RELATIONSHIP, PROCESS,
& DISCIPLINE
- 3** A PROACTIVE PLANNER
FOR LIFE'S TRANSITIONS
- 4** FINANCIAL LITERACY
& STAYING IN TOUCH

1.

KNOWLEDGE & INSIGHT

OUR ADVISOR
ASSESSMENT FRAMEWORK



- ☑ Before offering solutions, does your Advisor take the time to know your story?
- ☑ Do they truly listen and understand?
- ☑ Are they credible professionals?

Only an Advisor who takes the time to know you, learn your story, understand your motivations, fears, goals, ambitions, and challenges can help you put in place a plan that works for you. They will give you advice, planning strategies, and investment solutions that allow you to live the life you want today, prepare you to retire comfortably, and transition your legacy successfully when the time comes. An Advisor with real insight about you will ensure your plan is not generic or off-the-shelf; rather one that is fully personalized to you.



Wealth is the ability to fully experience life.

Henry David Thoreau

Know your Advisor: It is equally important for you to take the time to get to know your Advisor's story. What motivates them to do what they do? Can they tell you their story, comfortably and authentically? Do they continue to improve their own skills and knowledge around financial planning and investments? Check their certifications (e.g. are they a Certified Financial Planner, Chartered Financial Divorce Specialist, etc.). Look them up online and ask for client testimonials. If an Advisor makes you feel uncomfortable asking these questions, it is a signal for you to move on and keep searching.

2.

RELATIONSHIP, PROCESS, & DISCIPLINE

OUR ADVISOR
ASSESSMENT FRAMEWORK



- ☑ Do you connect with your Advisor?
- ☑ Does your Advisor respect you throughout the planning process?
- ☑ Are you part of all family planning discussions?
- ☑ Does their office reflect their approach and reputation?

A relationship focused Advisor will get to know you and your family intimately. They are often the first person you call if you are planning a 'big' purchase, worrying about your health or the health of a loved one, or if you are just looking for a referral to another financial specialist (e.g.: mortgage agent, insurance, etc.).

Look for an Advisor with a personality that appeals to you. You must first be able to connect one-to-one. Then ask about their planning process and investment philosophy. Does their approach lend itself to you and your family settling in with them for the long haul?

If you and your partner work with the same Advisor, that Advisor must make it a point to include you in all planning conversations – even when you feel it is best left up to your partner. This will ensure you are fully aware of how your family's wealth is being managed and how you are tracking towards your financial and life goals.

No detail is too small. Everything from the space your Advisor has, their attention to detail, how they prepare for and conduct meetings, the consistency of their process, right down to knowing just how you like your coffee counts. While that last point may seem trivial, we would place value on someone who understands that a good cup of your favourite beverage and a little time to unwind might be exactly what you need before you dive into a planning meeting.

3.

A PROACTIVE PLANNER FOR LIFE'S TRANSITIONS

OUR ADVISOR
ASSESSMENT FRAMEWORK



- ☑ Does your Advisor help you plan for some of the toughest phases of your life well before they happen?
- ☑ Does your Advisor help you protect your life by managing risk?

Death, divorce or separation can have a profound effect on your financial well-being. These are also the times when money goes into motion.

Widows out-number widowers by four to one in Canada.⁸ In the years that immediately follow the death of a spouse, the biggest challenge faced by widows is adjusting to lower income levels: from pension sources, government transfers, or investments.

Some 33% of first marriages in Canada end in divorce each year.⁹ Given that the average age of a divorced woman is significantly lower – 41 years versus 56 years for widows, divorced or separated women must plan for a longer time horizon than widows.¹⁰

For these reasons, research shows that women want a plan with investments that not only reflect their values, but also provide security and assured outcomes over only performance.

An Advisor who can help you plan for these distressing events well ahead, will help you ensure that the money you earn, invest, save or inherit will sustain you through the rest of your life.

3.

A PROACTIVE PLANNER FOR LIFE'S TRANSITIONS

OUR ADVISOR ASSESSMENT FRAMEWORK



SWITCH ADVISORS WITHIN ONE YEAR OF THE DEATH OF A SPOUSE OR PARTNER.¹¹

If leaving a legacy, giving to philanthropic causes, transitioning wealth to your children, or not wanting to be a burden to your loved ones are things that concern you, look for an Advisor who understands how to work with multiple generations.

An Advisor who proactively works with you and your beneficiaries can help you prepare to transition your wealth smoothly so it sustains beyond the next generation. This means working with someone who will help educate your beneficiaries and executors as well as include them in relevant conversations.

You may also want to look for an Advisor who can call on their network of trusted professionals – lawyers, accountants, tax advisors and insurance partners – to give you a comprehensive plan. This includes ensuring you have a complete Will, Powers of Attorney (health and financial), and relevant tax advice to minimize your estate taxes (e.g. through gifting before death).

4.

FINANCIAL LITERACY & STAYING IN TOUCH

OUR ADVISOR ASSESSMENT FRAMEWORK



- ☑ Does your Advisor educate or patronize?
- ☑ Do they keep you informed about your investments and how you are tracking to your goals?
- ☑ Do they review your plan, goals and strategies at regular intervals and recommend course adjustments before it is too late?

Studies show that women are generally less confident about investments. An Advisor who fosters financial literacy – for you and your family – takes the shame away from not knowing concepts, however basic, and focuses on helping you learn what you need to know even before you begin planning together.

 **31%** OF WOMEN THINK THEY ARE 'FINANCIALLY KNOWLEDGEABLE'¹²

Regular communication is a critical factor when choosing your Advisor. Look to work with an Advisor who keeps you informed about your investments, connects with you in all types of market conditions, and is able to explain their cost and value structure with ease. Some Advisors may give you something as simple as a personalized notebook in which they suggest you note questions and concerns between meetings, so all issues are captured and addressed. Others will ensure you have access to technology that helps you stay on top of things. The intuitive Advisor will cater to you in whatever way works best for you – when they truly get to know you, and acknowledge the many hats you have to wear each day.

Ultimately, the Advisor you want in your court is one who is more than just a competent financial advisor – you want a coach, a mentor, and a guide for every stage of life for you and your family.

Can your advice endure? **Make sure it can.**

If you've enjoyed this e-Book, share it with a woman in your life.

IPC PRIVATE WEALTH

1 ["Affluent Canadians are worried about Wealth Transfer."](#) IPC Private Wealth, January 30, 2018. 2 Ibid. 3 As cited in ["Women and Wealth: The Changing Face of Wealth in Canada and its Implications for Financial Advisors."](#) IPC Private Wealth, August 2017, pg.2
4 Cited in ["Changing Face of Wealth in Canada"](#), pg.2 5 Cited in ["Changing Face of Wealth in Canada"](#), pg.9 6 Cited in ["Changing Face of Wealth in Canada"](#), pg.14 7 Cited in ["Changing Face of Wealth in Canada"](#), pg.20 8 Cited in ["Changing Face of Wealth in Canada"](#), pg.15
9 Cited in ["Changing Face of Wealth in Canada"](#), pg.20 10 Cited in ["Changing Face of Wealth in Canada"](#), pg.20 11 Cited in ["Changing Face of Wealth in Canada"](#), pg.19 12 Cited in ["Changing Face of Wealth in Canada"](#), pg.23

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