

High Net Worth Women - US - December 2014

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“More women are holding leadership positions in corporations, which helps them contribute financially to their household. Nonetheless, they continue to fulfill their traditional duties of caring for their family. Consequently they need a financial provider who can understand their unique situation and be a partner in helping them manage it all.”

– Monica Staco, Financial Services Manager

This report looks at the following areas:

- Is there a true need to focus on HNW women?
- Are women really different from men when it comes to finances?

The number of women earning a six-figure salary is increasing, and even among dual household income earners. The number of female millionaires in the US is large, pointing to a significant opportunity for the FSI (financial services industry) to cater specifically to this target's needs. This report will assess the factors driving women's financial power, the role they play in their household's financial decision-making process, and the concerns they have as their wealth increases.

HNW (high net worth) women are collaborative in their approach to working with financial advisers. Half of the women rely on their adviser for specialized needs or to consult on an important decision they are considering. This report will discuss the dynamic of the relationship with financial advisers, and make recommendations on best ways to attract and retain HNW women clients. Lastly, their asset allocation and investment product preferences will be covered along with the products they want to invest in in the future. Based on their current financial services usage, opportunities for FS (financial services) growth will be highlighted.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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