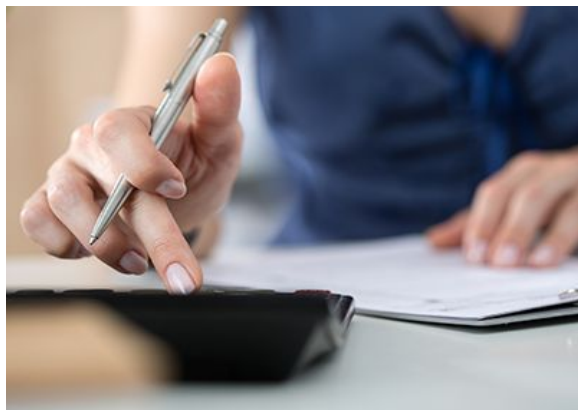


Marketing Financial Services to Women - US - November 2018

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"While women's financial needs are not very different from men's, they do think about money somewhat differently. Institutions and advisors need to find ways to reach out to women and send messages that resonate with them so women can take better advantage of opportunities to take control of their financial lives."

- Jennifer White-Boehm, Associate Director - Financial Services

This report looks at the following areas:

- Women feel less confident about financial matters
- Women don't feel valued by their financial institutions
- Women are not as likely to seek out information

Women and men think about money differently and, to some extent, have different financial goals and priorities. As women begin to gain financial control, institutions and advisors need to recognize that women don't think about money the same way as men, and they need to learn to connect with women in a way they understand.

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