

## A Rising Economic Force

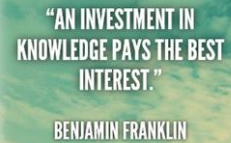


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### Nationally, they:

- Represent 50% of all workers <sup>1</sup>
- Control over 51% of private wealth <sup>2</sup>
- Make 73% of all consumer purchases <sup>3</sup>
- Represent more than 57% of college students <sup>4</sup>
- Are projected to control two thirds of private wealth by 2030 <sup>5</sup>



“AN INVESTMENT IN  
KNOWLEDGE PAYS THE BEST  
INTEREST.”  
BENJAMIN FRANKLIN

## Who are we talking about?

Women.

At one time, women attained wealth from two primary sources: marriage and inheritance. While these sources certainly still exist, they are no longer primary, and they are now accompanied by a variety of other avenues of creating and achieving wealth.

The modern woman is multi-dimensional. She is a student, worker, caretaker, business owner, public official, and corporate executive. In many instances she fills several of these roles at the same time. Alongside the wealth gained through marriage and inheritance, many women are busy earning, investing, and preserving wealth themselves.

## What has changed?

Four factors that have significantly contributed to economic empowerment for women are:

- 1) Education: A rapidly increasing number of women are enrolling in college and graduating. In the United States, women earn 57% of all bachelor's degrees, 59% of all master's degrees, and 52% of doctoral degrees. <sup>6</sup>
- 2) Fewer Children: Women today have better access to family planning information and services. Additionally, the entire population is getting married at an older age, and choosing to have fewer or no children.
- 3) Technology: We have shifted from an employment need for physical abilities to a need for technical and conceptual skills.
- 4) Longer Lives: Statistically women outlive men, which keeps them in control of wealth for longer periods of time.

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## Why does this matter?

We have all heard of the phrase “men are from Mars and women are from Venus.” While this metaphor has no literal accuracy, most of us can recognize and relate to the implication being made. Men and women have fundamental psychological differences in many situations; dealing with money matters is not an exception.

Oftentimes women tend to display particular characteristics and objectives when handling their finances.

- 1) They are very patient and will take the time to shop around for a financial advisor.
- 2) They do not like to feel pressured.
- 3) They look for an advisor who understands their unique situation and family dynamic.
- 4) They prefer to be educated and included in the decision-making process.
- 5) They want investment reviews and financial plans that are clear and concise, without being condescending.
- 6) They value social responsibility as much as, or more than, investment performance.
- 7) They are extremely concerned with their family members’ future health and long-term care needs.

## How do we know so much?

The current statistics and future projections are telling. Anyone with a computer can ‘google’ this topic, and find the exact same data. However, the internet and research studies are not Tri-Star’s main sources of information, and they are not what motivate us to specifically address the financial planning needs of women.

Many of the women professionals at Tri-Star are the very women described above. The statistics simply reinforce what we see happening every day with our clients, our friends, our relatives, and ourselves.

We understand that a woman’s attitude and approach regarding finances will differ from a man’s, and even from another woman’s. Everyone’s situation is unique, and we take great pride in personalizing our interactions and recommendations according to your needs.

If you would like to speak to one of the professional women at Tri-Star, please do not hesitate to reach out to us with your questions or concerns.



Front Row: Sandy Worner, Jane Hagen, Danielle Rousseau. Middle Row: Bobbi Putman, Patty Enfield, Dawn Kenroy, Danielle Rohac, Mary Jo Krick. Back Row: Debbie Briguglio, Emily Provenzano, Claudia Flattery, Laura Janson, Drewe Robinson, Renee Elliott

<sup>1</sup> Bureau of Labor Statistics, 2011.

<sup>2</sup> Harvard Business Review, 2009.

<sup>3</sup> Boston Consulting Group (BCG), 2009.

<sup>4</sup> Digest of Education Statistics, 2010.

<sup>5</sup> Mary Quist-Newins of the American College of Financial Services, 2010.

<sup>6</sup> National Center for Education Statistics, 2012.