

REINVENTING WEALTH MANAGEMENT FOR WOMEN



THE CURRENT ADVISORY MODEL IS NOT WORKING FOR WOMEN

In the past, wealth management advisement has been based on the preferences of male investors. Today, women have become a financial force with impact. Our research shows that the majority of women have unique investing needs and preferences.



WOMEN INVESTORS ARE more conservative long-term investors than men

48%
say they want to preserve as much wealth as possible

ONLY **12%**
consider their investing style to be aggressive

60%
want to make sure their money is safe



WOMEN INVESTORS NEED more support and show a willingness to learn

ONLY **35%**
talk to their advisor quarterly or more about retirement

ONLY **44%**
talk to their advisor more than once per year

ONLY **52%**
feel confident in their investing ability

31%
are interested in understanding the basics of investing



WOMEN INVESTORS WANT advisors who understand their "life pictures" and "financial journeys"

63%
are less likely to say they are satisfied with their advisors or find them trustworthy

ONLY **42%**
agree with the statement: "I only care about performance, nothing else matters"

62%
prefer a payment structure that allows them to choose the level of service provided

For the first steps toward better serving female clients:

Download the full report

www.accenture.com/womeninwealth

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