

Jan Blakeley Holman,
CFP®, CIMA®, ChFC, CDFA, CFS
Director of Advisor Education

REIMAGINING LIVES: ADVISING WOMEN IN TRANSITION





Seizing the Opportunity

Why Women?



The number of wealthy women investors in the U.S. is growing at a faster rate than that of men. ¹

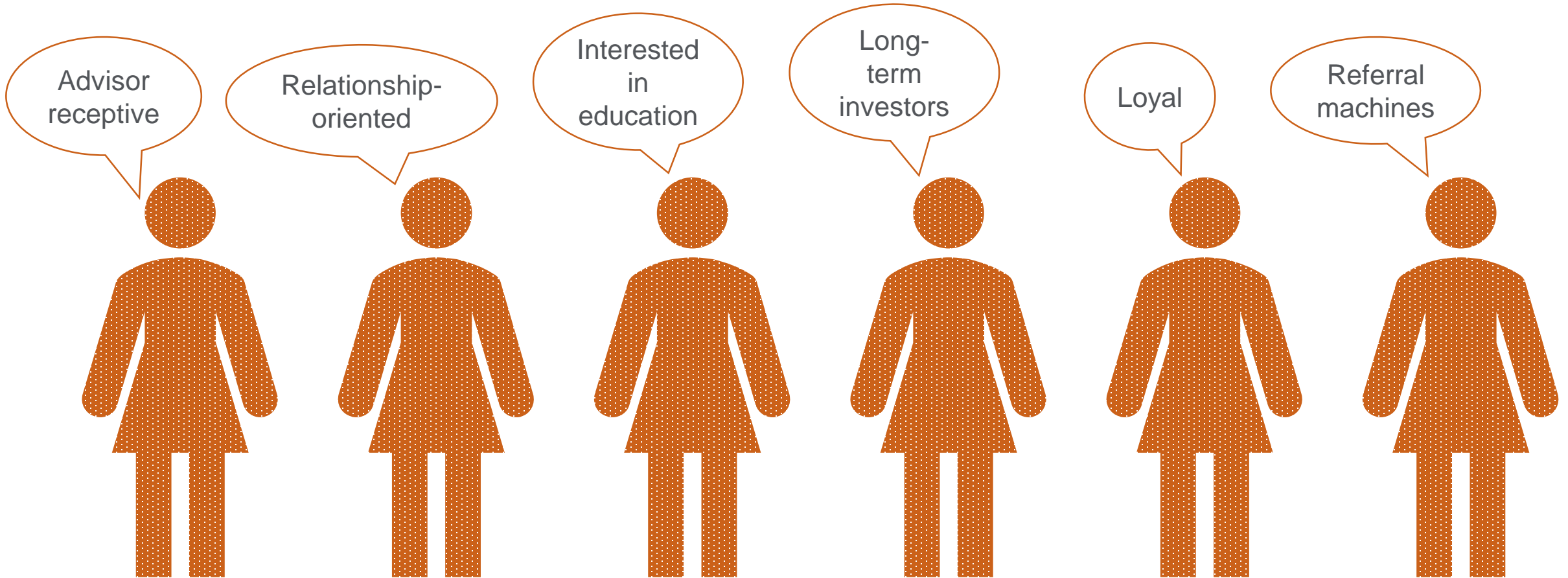
High net worth women account for 39% of the country's top wealth earners. ²

"50+ American women are the healthiest, wealthiest and most active generation of women in history". ³

Women age 50 and older control net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth. ²

¹ Spectrem Group, ² 2007 study by MassMutual Financial Group, ³ "Demographics", Mark Miller

The Perfect Client





Dealing with Change

¹transition

noun \tran(t)-'si-shən, tran-'zi-,
chiefly British tran(t)-'si-zhən



¹transition

noun \tran(t)-'si-shən, tran-'zi-,
chiefly British tran(t)-'si-zhən

¹*a* : passage from one state,
stage, subject, or place to
another: **change**

b : a new
or ex-
sta-

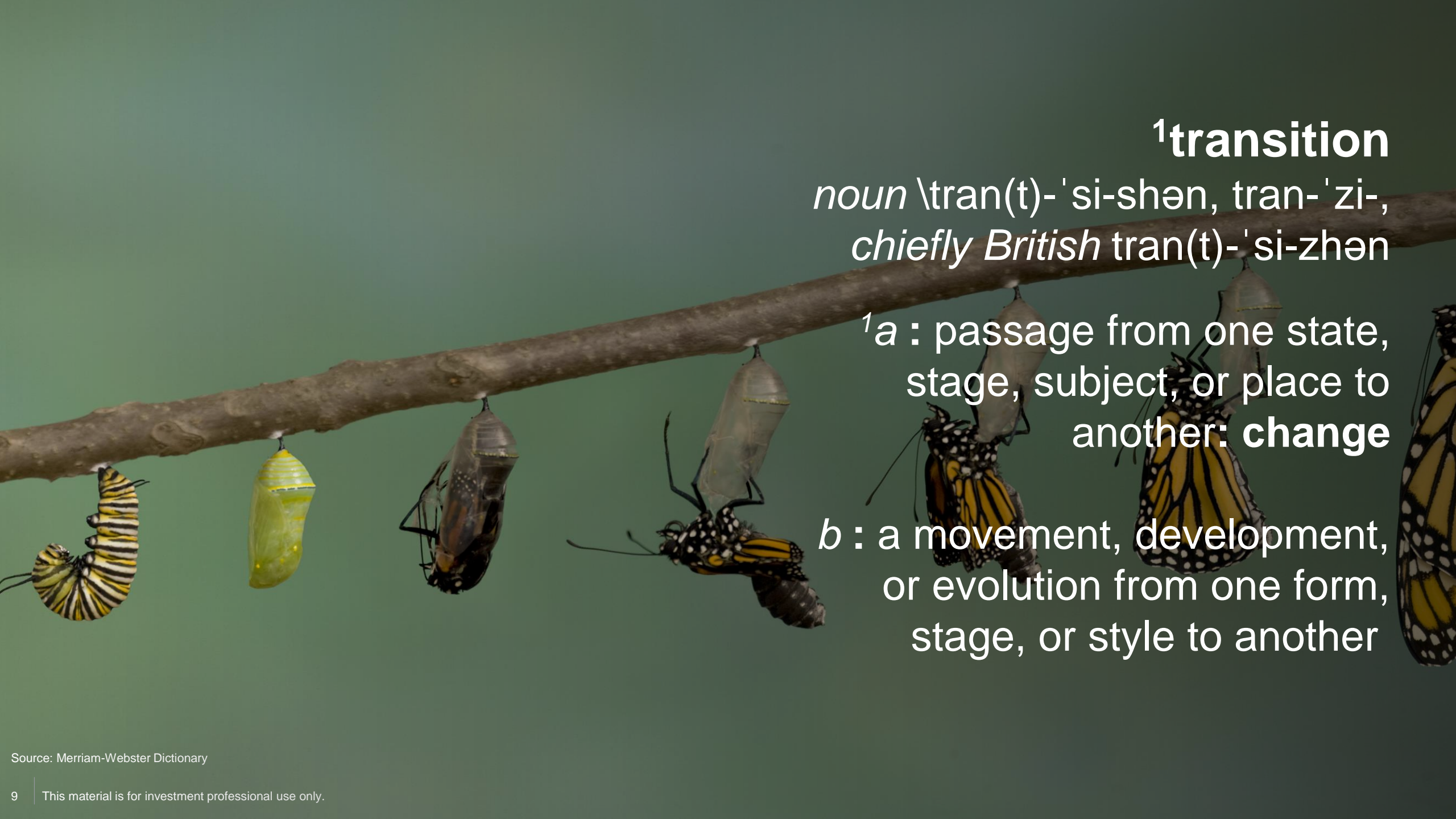


¹transition

noun \tran(t)-'si-shən, tran-'zi-,
chiefly *British* tran(t)-'si-zhən

¹*a* : passage from one state,
stage, subject, or place to
another: **change**

b : a movement, development,
or evolution from one form,
stage, or style to another



Life Transitions



- Marriage
- Job promotion
- Loss of spouse or partner
- Inheritance
- Return for military service
- Turning 40, 50, 60
- Divorce
- Job loss
- Loss of a child
- Retirement
- Loss of a parent
- Relocation
- Sale of business

Transition: Upside

- Money in motion, often substantial amounts
- Complex client situations
- She doesn't know what to do with her money
- She needs guidance



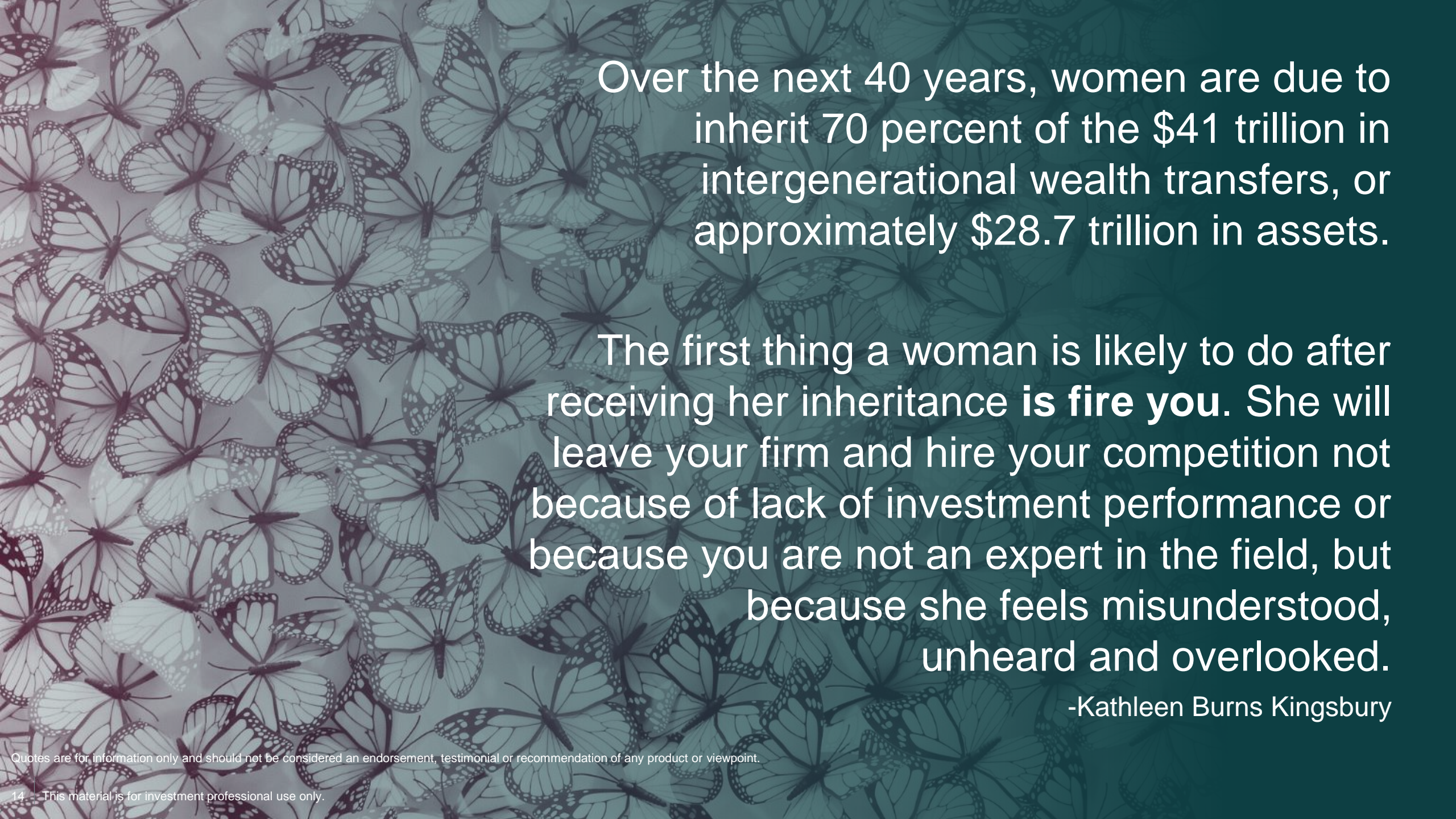
Transition: Downside

- She's in shock and is often emotional
- She distrusts her judgement and everyone else's too
- She's lost her footing and direction
- You have one shot to prove you're the right advisor





Promoting Financial Grounding



Over the next 40 years, women are due to inherit 70 percent of the \$41 trillion in intergenerational wealth transfers, or approximately \$28.7 trillion in assets.

The first thing a woman is likely to do after receiving her inheritance **is fire you**. She will leave your firm and hire your competition not because of lack of investment performance or because you are not an expert in the field, but because she feels misunderstood, unheard and overlooked.

-Kathleen Burns Kingsbury

Quotes are for information only and should not be considered an endorsement, testimonial or recommendation of any product or viewpoint.

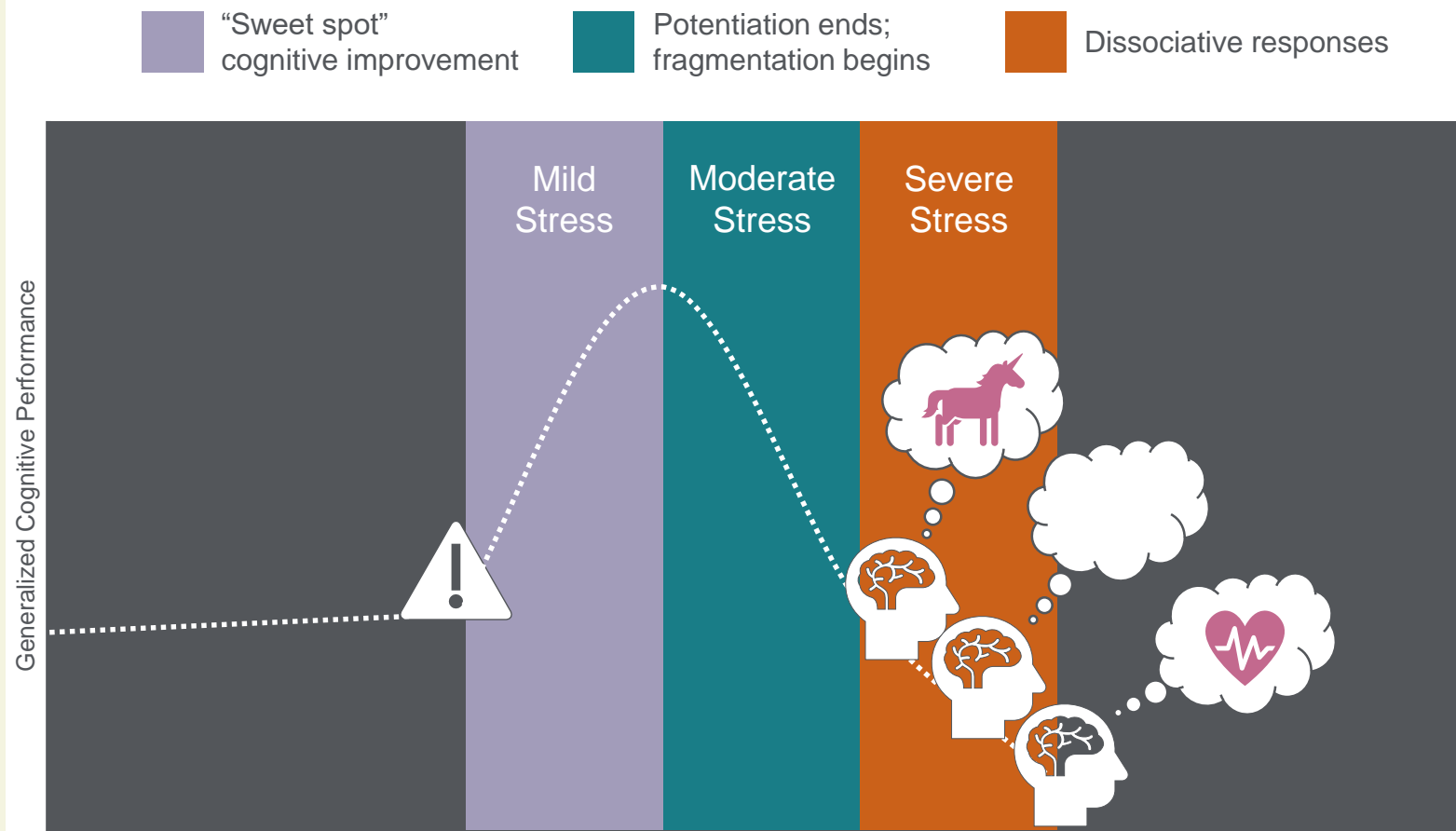
It All Begins with Change



Stress can cause a **cognitive disconnect**, some say it **lowers IQ**.

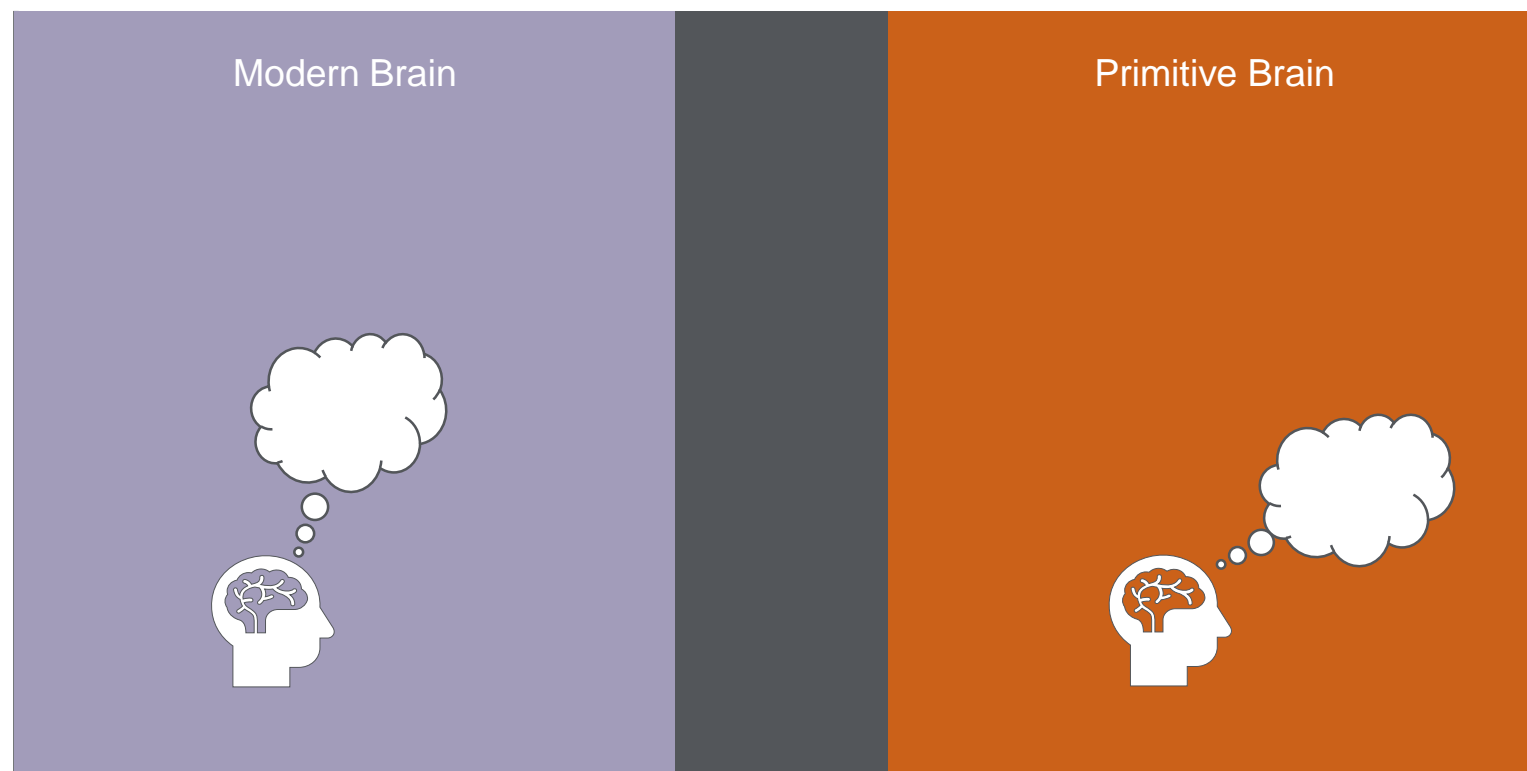
At a time in life when **important decisions** need to be made, **cognitive functioning declines**.

Effects of Severe Stress on Cognition



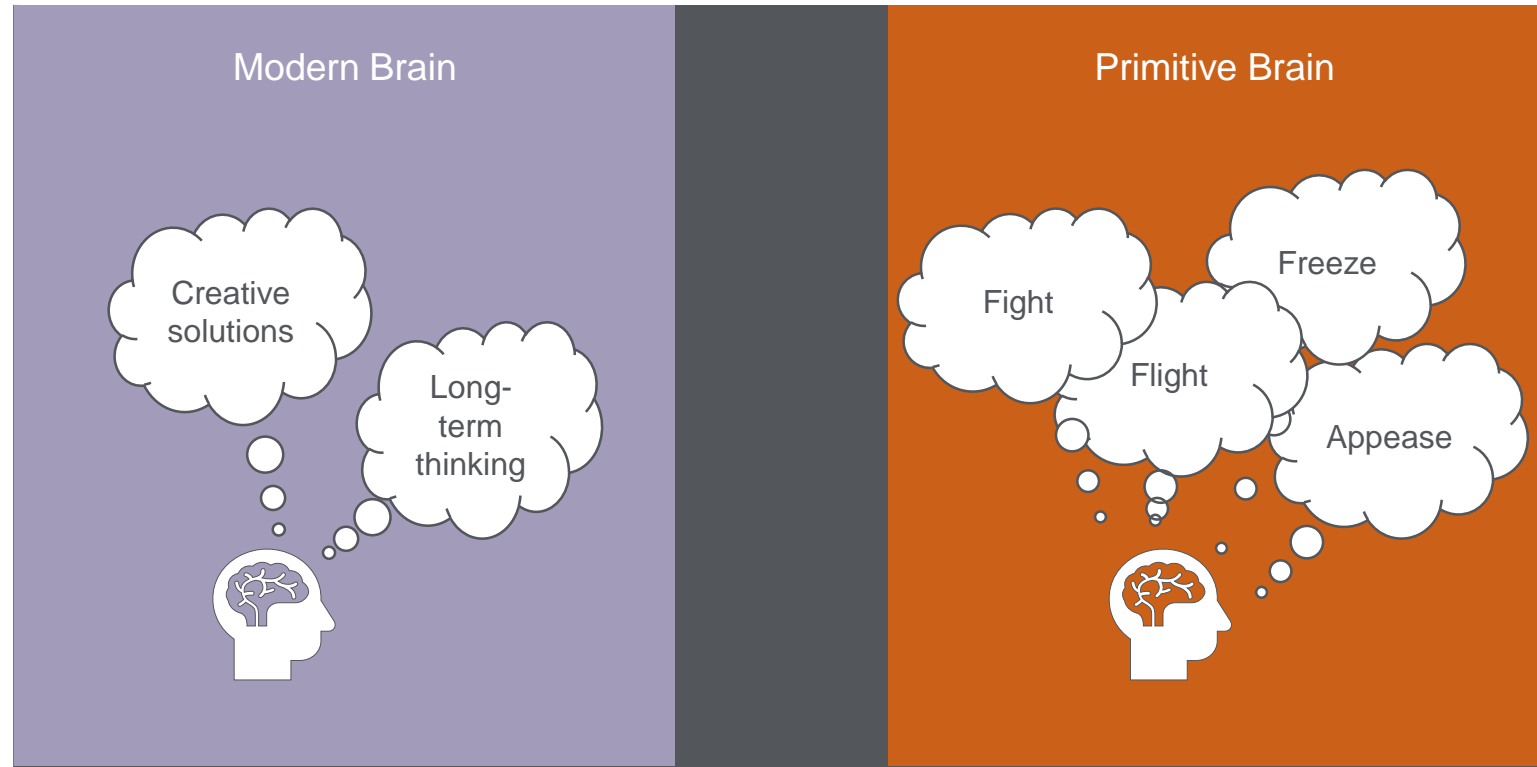
Source: Sudden Money Institute

Stress Responses During Transition



Source: Sudden Money Institute

Stress Responses During Transition



Source: Sudden Money Institute

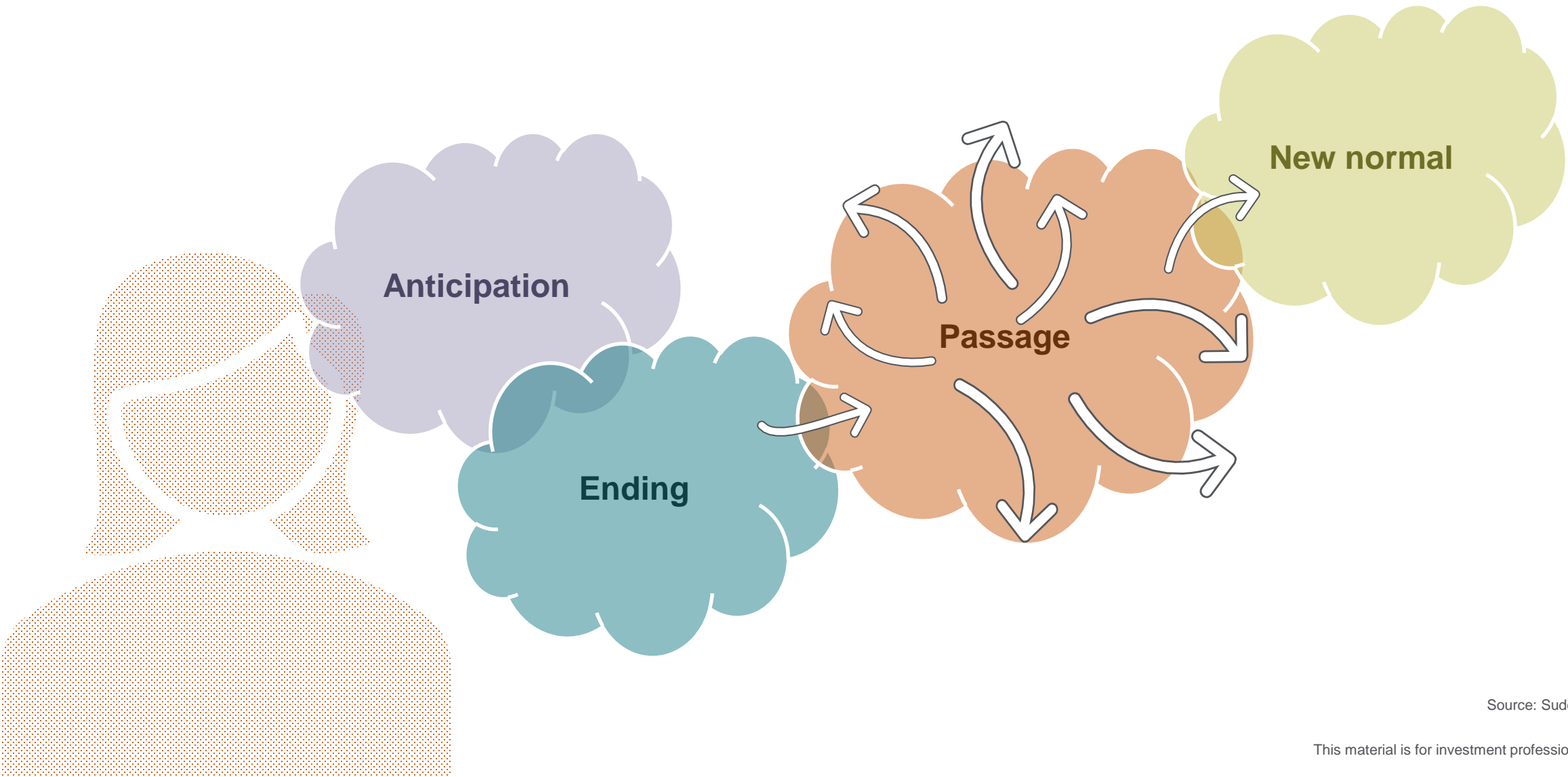
Women in Transition

Imbalance of Her Head and Heart



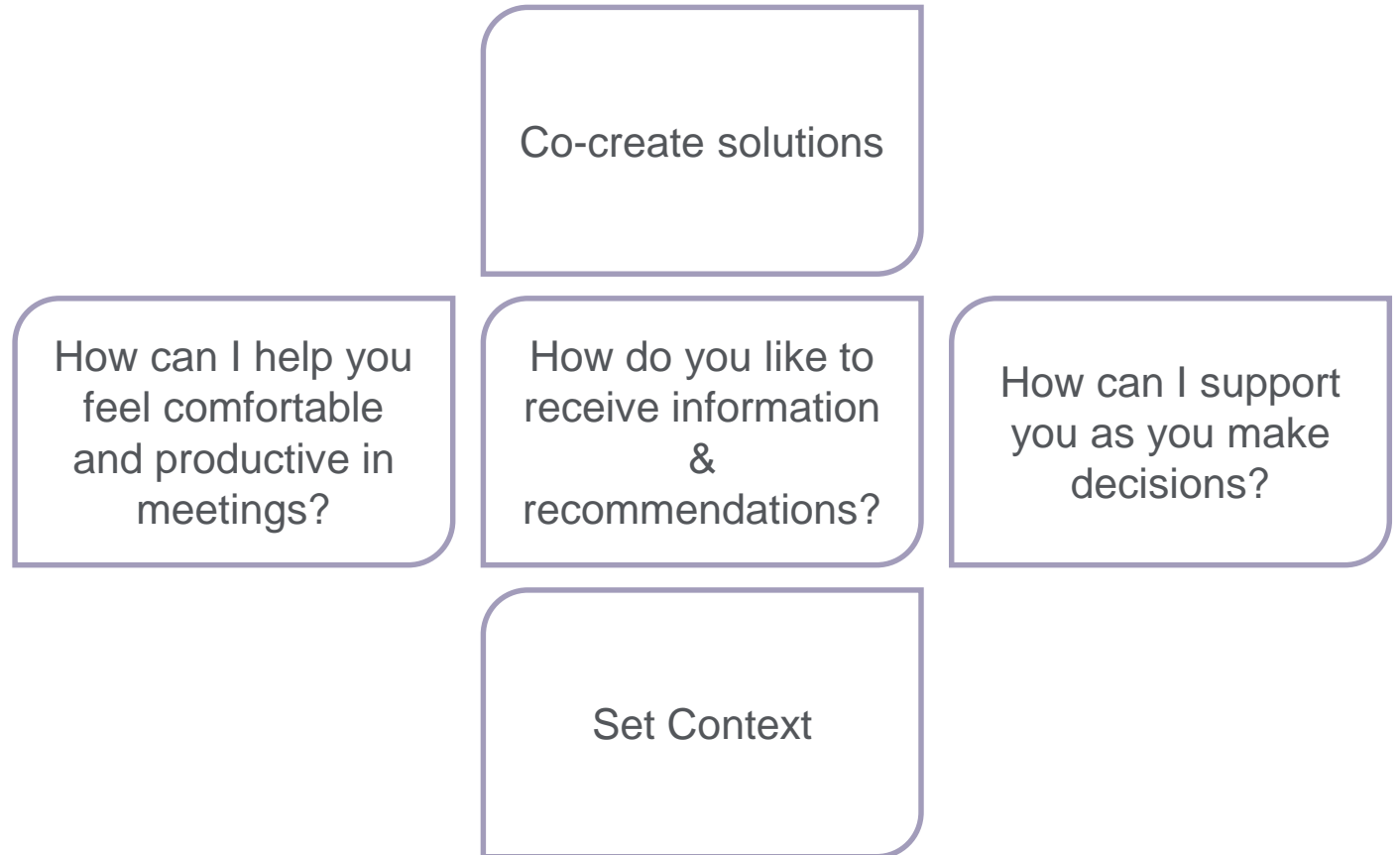
Source: Sudden Money Institute

Where is She in the Transition?



Building Trust

Communication Preference



Regaining Ground

Financial Triage™

Stabilize

Help her reach a place of immediate safety

Organize

Organize into decisions

Now
Soon
Later

Prioritize

Co-create a matrix

Immediate
Possible
Unlikely

Control
Manage
Monitor

Recognize

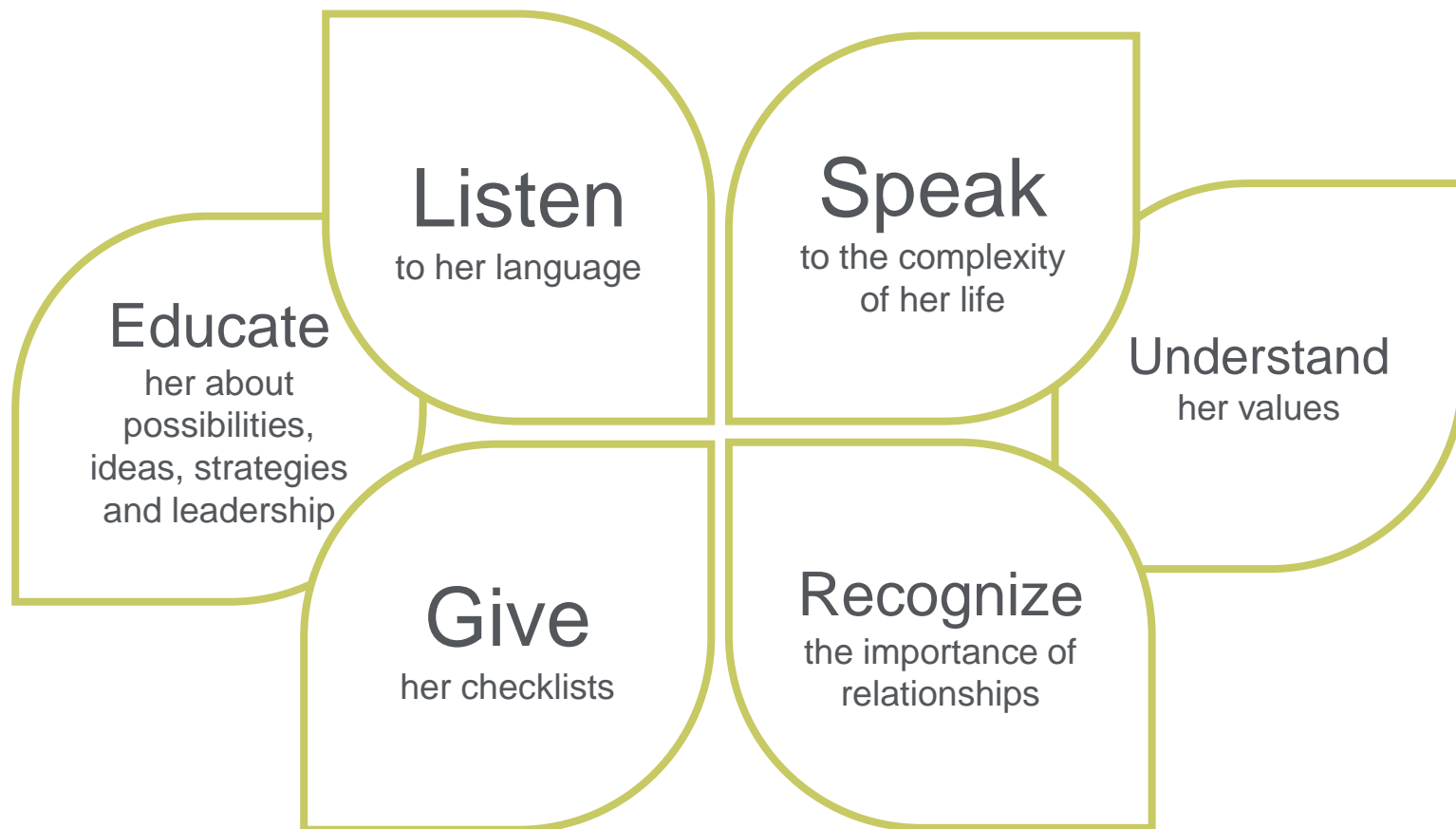
List her most pressing fears and concerns

Normalize

Her situation is not unusual

Source: Sudden Money Institute

Advising Women



Presenting to Women

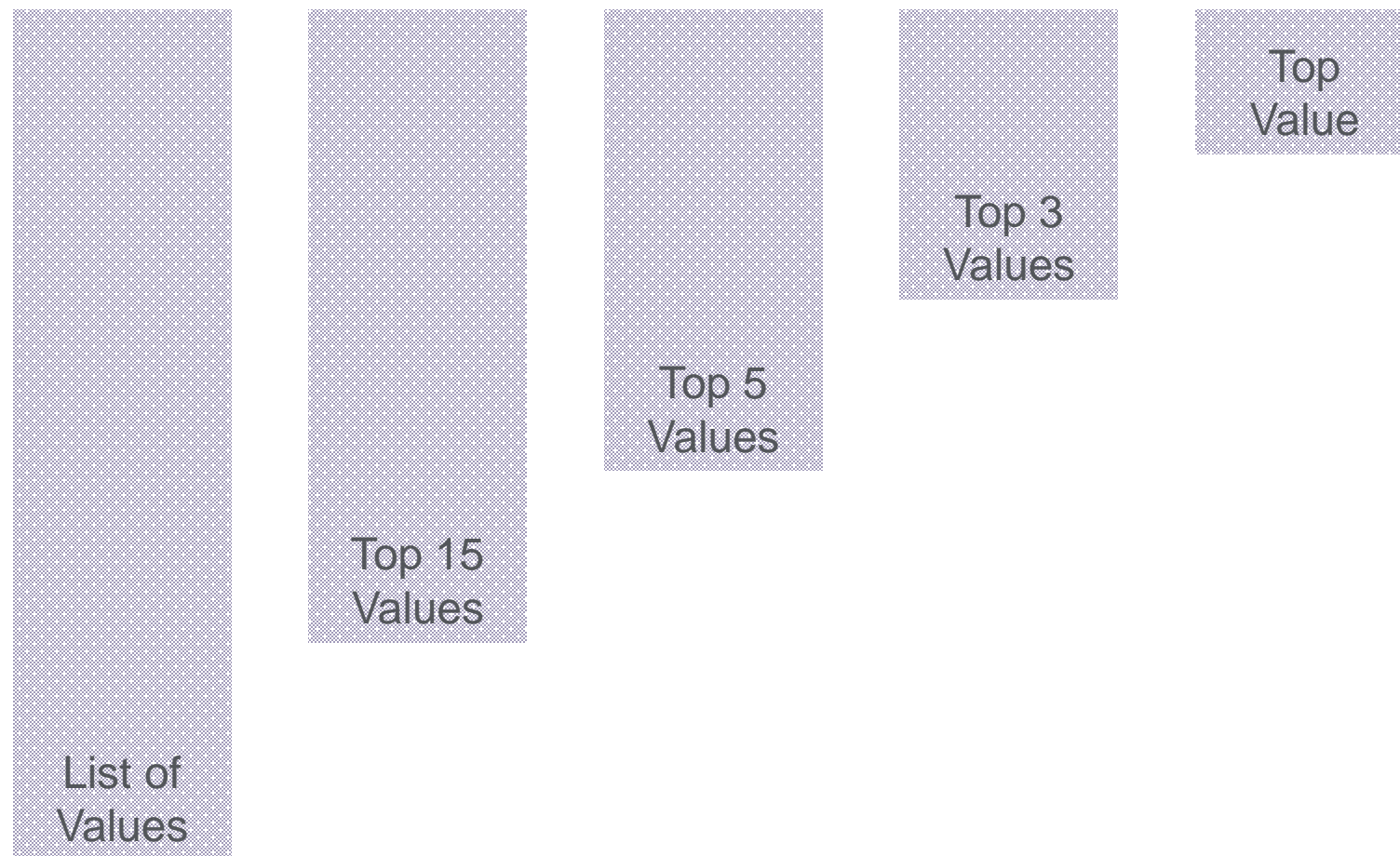
- Talk about other clients and how you've helped them.
- Leave charts and statistics aside.
- Focus on protecting her against the unexpected.
- Identify risks.
- Encourage active management.



Transition makes us question what we believe



Identifying
Values





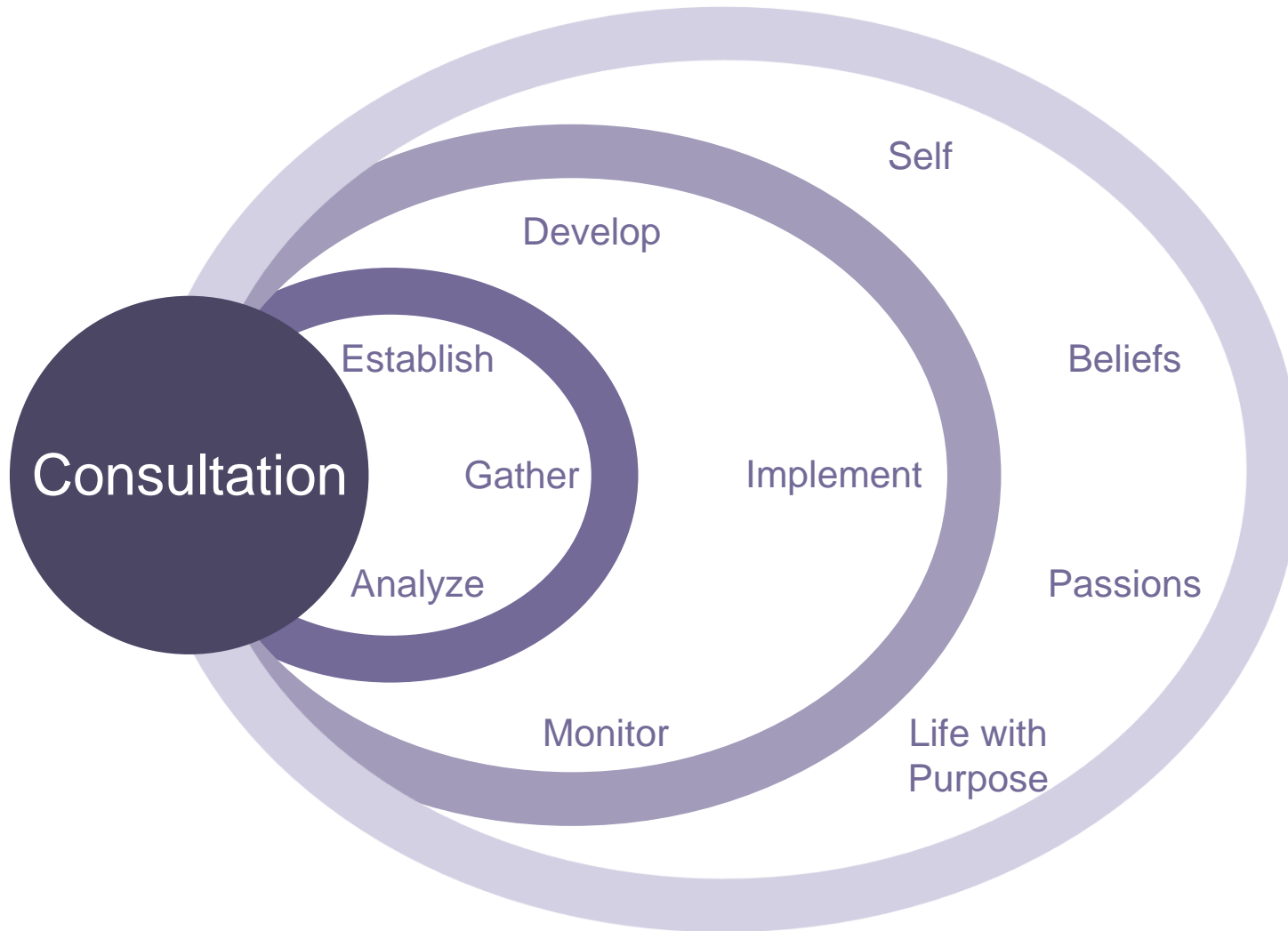
Inspiring New Possibilities



“Many people die with their
music still in them...”

-Oliver Wendell Holmes

Quotes are for information only and should not be considered an endorsement, testimonial or recommendation of any product or viewpoint.



Reimagine

Beyond The Basics

The life reimagining process includes:

- Introducing self-awareness tools
- Visualizing a new life
- Planning for the second half
- Living the reimagined life



Planning For The Second Half

Ask the right questions

- Why am I here?
- What is my purpose?
- What am I living for?



Women in transition

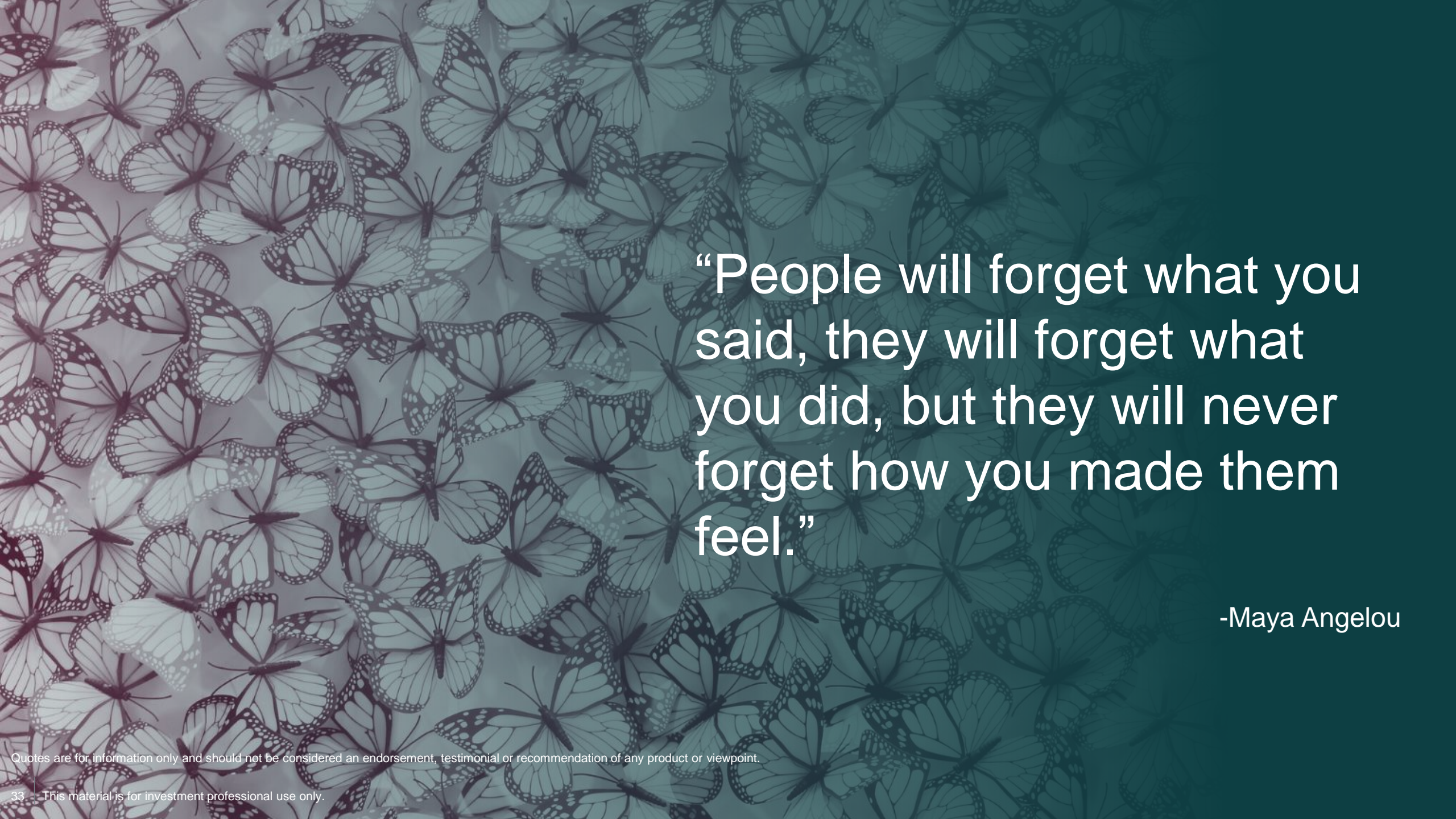
- Seek and appreciate guidance
- Need a trusted confidant
- Want you to tell them the truth even though they might not want to “hear” it
- Are highly receptive and open to reimagining their lives



Her Success Depends On Your

- Credentials
- Personal presence
- Advisory process
- Knowledge of second-half issues
- Life experiences





“People will forget what you said, they will forget what you did, but they will never forget how you made them feel.”

-Maya Angelou

Quotes are for information only and should not be considered an endorsement, testimonial or recommendation of any product or viewpoint.



www.thornburg.com

Before investing, carefully consider the Fund's investment goals, risks, charges, and expenses. For a prospectus or summary prospectus containing this and other information, contact your financial advisor or visit thornburg.com. Read them carefully before investing.

Not FDIC Insured. May lose value. No bank guarantee.

Thornburg Funds are distributed by Thornburg Securities Corporation.
2300 North Ridgetop Road
Santa Fe, New Mexico 87506
877-215-1330