

# A Women-Centric Approach to Wealth Management

At Baird, we recognize that no two investors are alike, but women face unique challenges and bring unique strengths to the financial planning and wealth management process. Baird is committed to addressing your needs.

## Rising to the Challenge

Women have made huge financial strides in recent history. Today, they control most of the personal wealth in the United States. They also control most household finances and are more involved in investment decisions.

However, many women still lag behind men in building and managing their own wealth. These skills are especially important, as nine out of 10 women will be solely responsible for their finances at some point in their lives.<sup>1</sup>

## A Unique Financial Profile

While women and men share many financial goals, women still earn just 80% of what men earn on average. In addition, they spend 12 fewer years in the work force and are twice as likely to work part-time. As a result, women can generally expect lower benefits from Social Security, pensions and other employer-sponsored retirement programs.

Adding to these challenges is the fact that the average life expectancy for women today is about five years longer than it is for men.

*Men age 65 and older are 53% more likely than women to receive benefits from employer-provided pensions, and those benefits are 54% higher on average than those earned by women. Social Security benefits for men over 65 are 32% higher than those for women.*

– Employee Benefits Research Institute,  
Social Security Administration

<sup>1</sup>Source: National Center for Women and Retirement Research

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## A Women-Centric Approach to Wealth Management *continued*

### Improving Wealth Management Success

Women often have less exposure to basic wealth management principles. This partly explains why many women, even with high net worth, still invest too conservatively and have portfolios that are poorly diversified.

With the right support, however, women can maximize their strengths as savers and investors to overcome these extra hurdles. Research shows, for example, that women are less likely to make impulsive short-term trades and more likely to:

- Have a long-term financial plan
- Seek detailed information before making an investment
- Admit when they've made an investment mistake
- Consult with a financial advisor<sup>2</sup>

All investors can benefit from professional financial advice. It takes broad knowledge, skills and considerable time to create a comprehensive and customized wealth management plan. Because this plan is ongoing, it's important that you find an advisor you can trust for the long haul.

<sup>2</sup>Source: Iowa State University, "Gender Differences in Investment Behavior," 2007

<sup>3</sup>As of June 30, 2012.

### A Resource for You

Many women feel most comfortable with a female advisor. To help you, Baird has developed a network of more than 80 talented women advisors across the United States who are available to meet your unique financial and wealth management needs.

Through this network, our female advisors also share best practices and ideas for best serving you.

### About Baird

Baird is an employee-owned, international financial services firm providing wealth management, capital markets, asset management and private equity services through offices and operating affiliates in the United States, Europe and Asia. Established in 1919, Baird has nearly \$94 billion in client assets.<sup>3</sup> We offer comprehensive services to meet the unique wealth management needs of high-net-worth clients – including financial and estate planning, asset allocation planning, investment management, risk management, and corporate and executive services.

One of the FORTUNE 100 Best Companies to Work For<sup>®</sup> since 2004, Baird also won the Alfred P. Sloan Award for Business Excellence in Workplace Flexibility annually from 2008 through 2011. Our female Financial Advisors have also received national recognition from *Barron's* and *On Wall Street*.

To learn more about the many ways that Baird can help you take financial control, visit our website at [rwbaird.com/womensresources](http://rwbaird.com/womensresources).