

Women, Wealth, and Wisdom

By Xenia Woltmann

As a firm, we have hosted several educational events covering financial topics that include identity theft, social security, business succession planning, retirement strategies, etc. However, the most popular topic has been “Women and Finance.” For this reason, we have created several follow up events that delve deeper into each topic. Although the information we provide is relevant to everybody, there are many considerations specific to women.

Women tend to live longer than men, so it is important to plan accordingly. As we age, we tend to have more health issues; and with women usually living longer than men, the costs tend to be higher. There is also a greater chance of needing some type of long-term care, either in-home or at a facility. Due to longevity, the average duration of that care averages around 1.5 more years than men. With the rising costs of healthcare, it is important to take this into account when creating a strategy.

Approximately 70% of widows leave their advisor after their husband passes. This statistic is also similar with divorced couples. It is a staggering number and the feedback received is that women feel that they are being demeaned by their advisor. Since some advisors speak primarily to the husband during meetings, there may be a lack of connection. It was also noted that their advisor would make assumptions, not explain things, or take the time to listen to them. The questions that we should ask ourselves are: “what if I am no longer able to manage my finances” or “what if I have to take control over my finances?” Whether a do-it-yourself investor, or working with an advisor, it is important to make sure your wishes are known and that all parties involved understand your objectives.

Women tend to juggle more. Between working, caring for loved ones, and managing a household, some things tend to be left for “later,” especially retirement planning. Many parents want to provide for their children’s education, and around the same time, their aging parents begin to need assistance. Women are more likely to become the primary decision maker and caregiver. Between the cost of college and elder care, there is little left to save for their own future. When you fall into the “sandwich generation” of being caretaker to your parents and your children without planning for yourself, you are at risk of becoming a burden for your children down the road.

With these considerations in mind, it is important to understand your concerns and those of your loved ones. As life changes, so will your financial plan. Always take time for yourself and to plan for your future.



Xenia Woltmann is Vice President of Rochester Wealth Strategies LLC, an Independent Registered Investment Adviser located in Downtown Rochester. RWS is a Fiduciary and Fee-Only financial advisory firm.