

TD Asset Management

Expect More

Your story. Your future.

TDAM Women Investors 2019

women
investors



Agenda



Understanding the opportunity

- Demographics
- Women are underserved in wealth management
- Money-in-motion

How to become a better advisor to your female clients

1. Assess current book of business
 - Understanding unique challenges and preferences of women
2. Create a plan
3. Put your plan into action

How TDAM can help

- Tools and resources to assist you

Key Takeaways

The Importance of Women for the Future




¹Ernst & Young: Harnessing the power of women investors in wealth management: A look at the North American market, 2016.

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Understanding the Opportunity





Women Influence a Large and Growing Share of Wealth

50.4%

Women currently make up **more than half** of Canada's total population¹

28.1%

of women in Canada have a **University degree**, versus 25.1% of men²

90%

of women will at some point in their lives be the **sole decision-maker** regarding their finances³

\$710
billion⁴

It is estimated that women will inherit approximately \$710 billion in assets through **wealth transfer** in the decade ending 2026⁴

¹Statistics Canada, Population by sex and age group, last updated September 29, 2017.

²Statistics Canada, Women and Education, Martin Turcotte, Nov. 1, 2012.

³IPC Private Wealth, Women and Wealth – Financial Confidence Comes with Finding the Right Advice, 2018.

⁴IPC: Women and Wealth – The changing face of wealth in Canada and its implications for financial advisors, 2017.



Women are Underserved in Wealth Management

2x

A man is twice as likely to be approached by an advisor than a woman¹

60%

of women aged 45-54 do not have a financial plan²

80%

An estimated 80% of Canadian Women switch their Advisor following the death of a spouse³

87%

of women struggle to find an advisor with whom they can connect⁴

¹Strategy Marketing: Financial advisors are failing women: What female clients really want and how to change the dialogue, 2015, Paulette Filion and Judy Paradi.

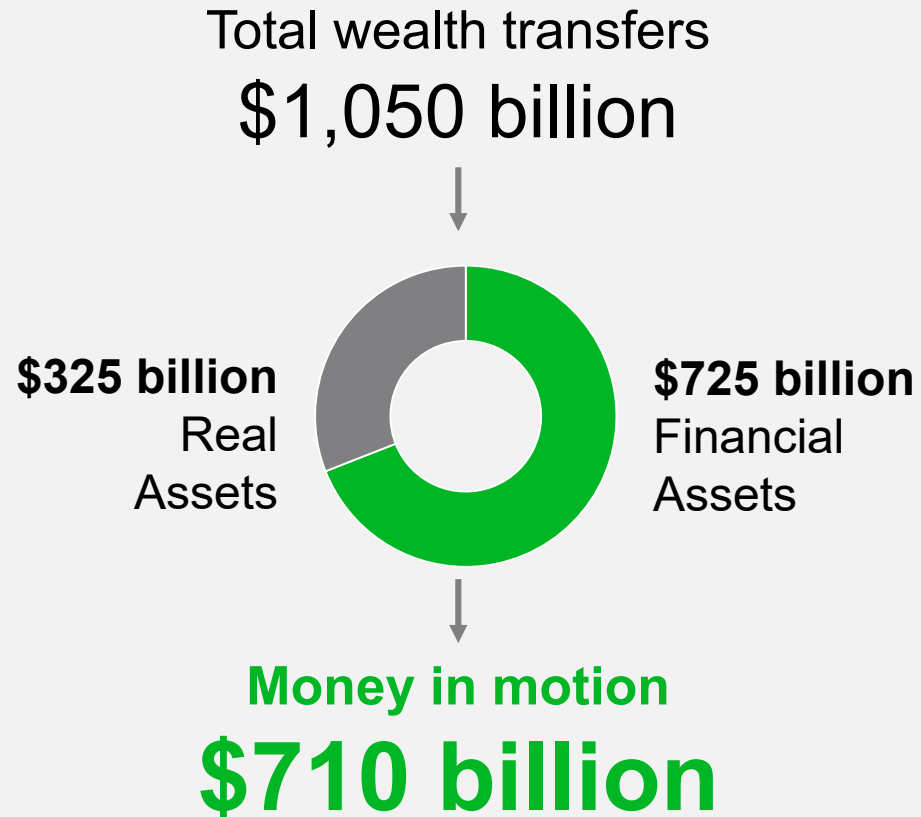
²Strategy Marketing: Why women leave their financial advisors: and how to prevent it, 2015, Paulette Filion and Judy Paradi.

³Investor Economics Household Balance Sheet Report, 2017.

⁴Investor Economics Household Balance Sheet Report, 2017.

Women and Money in Motion

Inter-generational wealth transfer



Over the course of the decade ending 2026...

Women will inherit approximately 70% of inter-generational wealth transfer. About \$710 billion in total!¹

Women may also be the recipients of wealth transfer from their partner

¹IPC: Women and Wealth – The changing face of wealth in Canada and its implications for financial advisors, 2017.

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How to Become a Better Advisor to Your Female Clients





Assess Your Current Book of Business



Segment

your current book of business of female clients, for example, by age, marital/common law status, etc. with the **Women Investors' Business Assessment Tool**

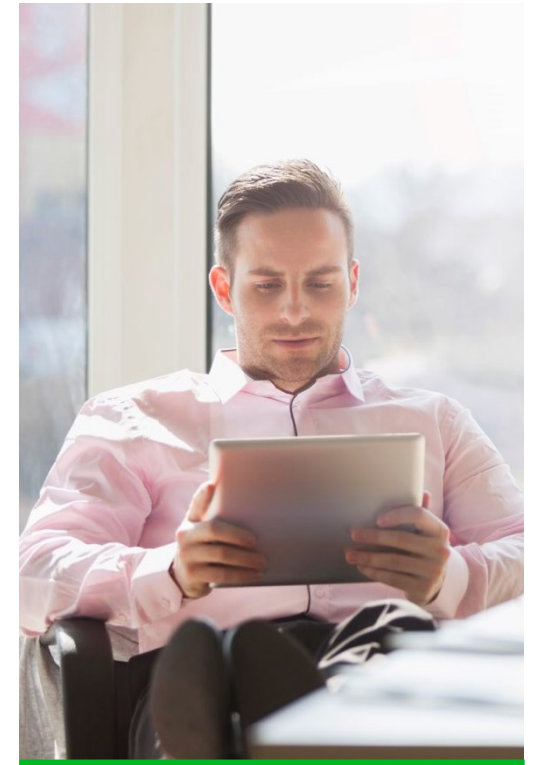
Assess

how you currently engage with your female clients

Identify

commonalities among your top female clients to leverage existing relationships

- Professionals
- Entrepreneurs
- Retirees



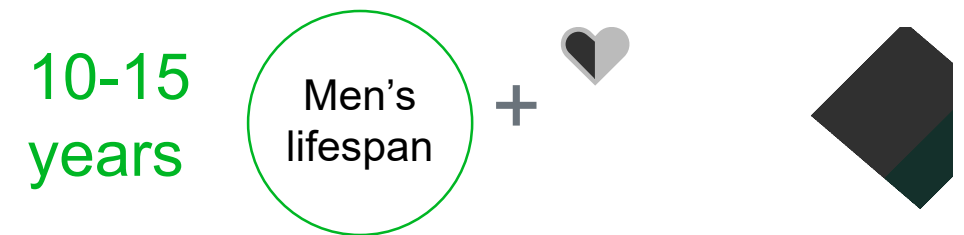
Understand what is important to your Female Clients



Some possible unique challenges:

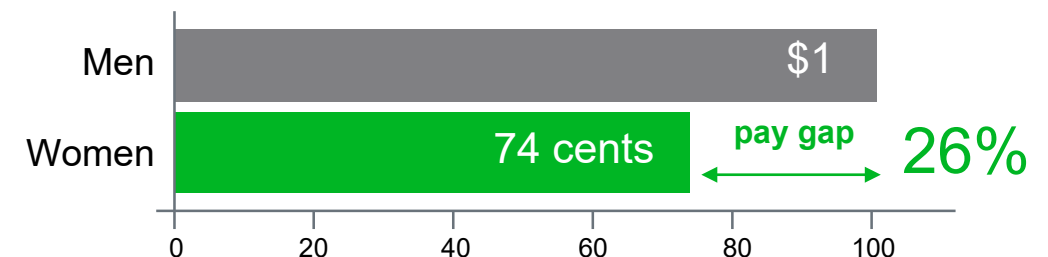
Longer life expectancy

- Women in the baby boomer generation tend to outlive their spouses by **up to 10 to 15 years**¹
- In surviving their spouses, women will eventually become the **primary decision maker** of their household (if they were not already)



Earnings gap

- In Canada, women working **full-time earn an average of \$0.74** for every dollar that a male earns working in the same job²



¹IPC: Women and Wealth – The changing face of wealth in Canada and its implications for financial advisors, 2017.

²Statistics Canada: Women and paid work. Melissa Moyser, March 8, 2017.

Understand what is important to your Female Clients

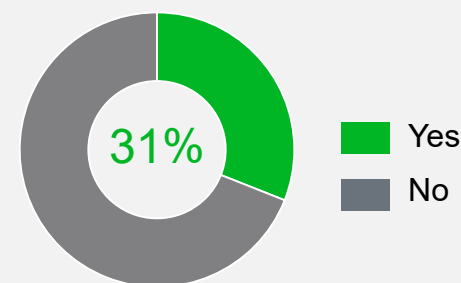


Some possible unique challenges:

Lack of financial preparedness

Only 31% of women classify themselves as financially knowledgeable¹

Consider themselves financially knowledgeable



Different life stages

Women may encounter life stages such as **employment leave** for childcare, or widowhood



¹Statistics Canada: Gender differences in the financial knowledge of Canadians. March 2016. Marie Drolet

Some Unique Preferences



- Women are **goals based investors** and tend to be risk aware, not risk averse investors¹
- Women investors are nearly **twice as likely** as men to consider both rate of return and positive environmental, social and governance impact when making an investment decision²
- Women may **seek holistic advice** or provide a referral to someone who can help³
- This **forward-looking focus** suggests that women may be more dedicated to a vision for retirement⁴



¹Strategy Marketing: Financial advisors are failing women: What female clients really want and how to change the dialogue, 2015, Paulette Filion and Judy Paradi.

²RIA: Millennials, Women, and the Future of Responsible Investing, April 2016.

³Heather R. Ettinger and Eileen M. O'Connor, "Women of Wealth: Why does the financial services industry still not hear them?" Family Wealth Advisors Council, 2012.

⁴TD Wealth Behavioural Finance Industry Report, April 2019.

Some Unique Preferences



- Over a lifetime, women will typically make **26 referrals** to their financial advisors, whereas men make an average of 11¹
- Among both single and married women, **90% do not have a preference** of the gender of their advisor²
- Women place more **confidence** in the abilities of their advisor than men³
- Women value **active listening skills** – empathy matters!⁴



¹StrategyMarketing.ca – Why women leave their financial advisors: and how to prevent it, 2014.

²Heather R. Ettinger and Eileen M. O'Connor, "Women of Wealth: Why does the financial services industry still not hear them?" Family Wealth Advisors Council, 2012.

³TD Wealth Behavioural Finance Industry Report, April 2019.

⁴StrategyMarketing.ca – Why women leave their financial advisors: and how to prevent it, 2014.

Step 2

Create a Plan

Create a strategic plan of how to better attract and retain female clients based on the insights you've gained



Attend

workshops/seminars on developing emotional intelligence and recognizing unconscious bias

Build

stronger connections with your existing client base: what do you need to change about your existing interaction model?

- Active listening, empathy, a conducive meeting environment
- Even when advisors interact with couples, the male is 58% more likely to be the primary point of contact¹

Develop

a tailored value proposition to demonstrate your understanding of the unique needs of women



¹Strategy Marketing: Financial advisors are failing women: What female clients really want and how to change the dialogue, 2016.

Step 3

Execute



Some possible steps:

- **Recommend** investment solutions that align with your female clients' financial goals
- **Deliver** holistic advice by offering to make introductions or referrals within your business network
- **Engage** with your female clients to help them identify and prioritize their life goals
- **Use opportunities** within your community to network with women
- **Host** educational events to help women better understand their unique financial journey
- Help women **empower** themselves by providing educational material on topics that are relevant to them





How TDAM Can Help

At TDAM, we are committed to providing you with the tools and resources to help seek opportunities to retain and grow your business. We aim to help you understand the female client base more fully and provide you with the support you need to help position yourself as a knowledgeable provider for women's financial needs.

What we'll provide...



Dedicated web-page on [TDAdvisor.com](https://www.tdadvisor.com)



Client Connection package

- **Business assessment tool**
- **Client-friendly brochure**
aimed specifically at highlighting the importance for women to have a financial plan
- Relevant **articles** and videos to share with your clients
- **Client-friendly worksheet**
to help female clients identify their goals and help start the conversation
- **Seminar-in-a-box** to help you plan and host successful workshops to retain and grow your business

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Thank you!

Questions?

women
investors



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