"Women think of money as a family affair, that it’s there to help the entire family, and don’t think of it as satisfying their needs."

A financial powerhouse

Economic successes

1 out of 5
Number of married couples in which the wife earns more than her husband¹

40%
Percentage of households with children under age 18 in which a mother is the sole or primary earner for the family²

67%
Percentage of purchase decisions made by women²

1 out of 5
Number of single women who are home buyers⁴

1. Source: U.S. Census Bureau, 2010
4. Source: National Association of Realtors, 2010

A financial powerhouse

More highly educated/more entrepreneurial

57%
Percentage of college students in 2012 that were women¹

30%
Percentage of women who obtained a bachelor’s degree by age 25, compared with 22% of men²

7.3 million
Number of Americans employed by women-owned firms

$1.9 trillion
Annual revenues for women-owned businesses

10.1 million
Number of women-owned businesses in the United States³

1. Source: Center for Women’s Business Research, updated 2011
2. Source: U.S. Census Bureau, 2010
4. Source: Prudential Financial, Inc., 2010-2013
The details can be confusing

Although I am married, should I have a financial plan of my own?

If I make a bad financial decision, will I let others down?

How much do I need to save for retirement?

How do I prioritize caring for my children and my aging parents?

As a caregiver for my aging parents, what do I need to know?

How much income will I need in retirement?

As someone who is in the middle of a divorce, how can I make the most of my finances now?

What should I do with the inheritance I recently received?

As a single parent, how do I juggle my financial goals?

Will I outlive my money?

What do I need to do now that I am single again?

How do I make sure I won't become a financial burden to my family?

As a blended family, how should we be handling our finances?

How can I help my mother understand her finances now that my father has passed away?

As a single parent, how do I juggle my financial goals?

Three attributes of women

Nurturers

Generous

Philanthropic
Recognize the subtleties of women versus men

<table>
<thead>
<tr>
<th></th>
<th>WOMEN</th>
<th>MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wealth is ...</td>
<td>Security</td>
<td>Status &amp; Power</td>
</tr>
<tr>
<td>I will manage it ...</td>
<td>Collaboratively</td>
<td>Alone</td>
</tr>
<tr>
<td>I confer with ...</td>
<td>Friends, peers, relatives</td>
<td>Smaller group</td>
</tr>
<tr>
<td>I make decisions thru</td>
<td>Conversation, interactions</td>
<td>Data, statistics</td>
</tr>
<tr>
<td>Contact me ...</td>
<td>Regularly, often</td>
<td>When work is complete</td>
</tr>
</tbody>
</table>

“The financial services industry prefers to treat all clients as gender-neutral, even though there is clear evidence this is a mistake.” 1


Every woman needs a financial plan . . .

. . . Equal in importance but not identical to a man’s

Women can expect to live five years longer than men. 1

Women earn 77 cents of every dollar earned by men. 2

Women hold only 24% of the most senior roles in businesses globally. 3

1. Social Security Administration, 2012
2. U.S. Census Bureau, September 2013
Life-defining events have an impact on your finances

Changes in employment status
Changes in marital status
Changes in family dynamics

Changes in employment status
Taking or leaving a job

10-11x
Number of times you can expect to change jobs during your lifetime

3 years
Length of time that a majority of Millennials expect to stay in a job

45%
Percent of employees who cash out their 401(k) when they leave a job

- Strategies
  - Contribute to your employer’s retirement plan, especially if the company matches your contribution.
  - Don’t leave your 401(k) behind. Consider consolidating your employer retirement plan savings by rolling it into an IRA when you terminate employment.
  - Consider a spousal IRA.

3. Bankrate.com; “Leave 401(k) or Roll It Over?” January 1, 2008
Approaching retirement

Think through the details years ahead

- Strategies
  - Understand your income needs.
  - Determine your income sources.
  - Calculate your income stream from all sources.
  - Find out if you’re eligible for retiree benefits from your employer or your spouse’s previous employers.
  - Meet with a Social Security specialist to determine the best way to receive benefits.

---

Getting married or remarried

- Keep the discussion about money matters going and going . . .

Strategies
- Understand each other’s financial goals and priorities.
- Exchange credit reports.
- Consider new estate-planning needs.
- Discuss name changes and asset titling
- Review same-sex marriage rules in your state.
Changes in marital status

**Making a comeback after divorce**

**Women who divorce generally suffer financial setbacks**

**Strategies**
- Be proactive.
- Understand what you own and why.
- Ensure you have emergency funds available if joint accounts become inaccessible.
- Open accounts in your name to establish a separate credit history.
- Find out the full extent of your outstanding debt because you may be jointly responsible.
- Change passwords on your accounts.

Changes in family dynamics

**Death of a spouse**

2:1

Ratio of women to men who are age 85 and older

**Strategies**
- Understand the intent of legal documents, particularly if you are a named executor or medical care proxy.
- Understand how your wills and trusts work and update them as needed.
- Articulate your immediate needs to your financial advisor, even if you initially feel unable to discuss your overall finances. – Discuss emergency funds & liquidity

Source: U.S. Census Bureau, Population Division, September 2011
Today’s retirement reality

The Sandwich Generation

Changes in family dynamics

Caring for your children and parents . . .

. . . At the same time

<table>
<thead>
<tr>
<th>66%</th>
<th>4.6 years</th>
<th>$324,044</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of caregivers who are predominantly women¹</td>
<td>Average length of time that caregivers stay in their role²</td>
<td>Lifetime income loss for female caregivers¹</td>
</tr>
</tbody>
</table>

¹ International Retirement Resource Center, 2013
² Caregiving Costs to Working Caregivers, MetLife Mature Market Institute, 2011
Changes in family dynamics

Caring for your parents

- **Strategies**
  - Begin conversations with your parents now.
  - Make it a point to meet with your parents’ financial team.
  - Include your siblings in the decision-making process.
  - Update your financial plan to include potential lifetime income losses.

Changes in family dynamics

College costs

- **Strategies**
  - Prepare in advance for education costs
  - Teach children to save
  - Coach them on how to be responsible spenders
  - Talk about the value in giving back
  - Draft Power of Attorney for children over the age of 18

Costs based on 2011-2012 estimates of average tuition and room and board in current dollars for four-year public and private universities according to the College Board. Projected pricing assumes a 6% annual increase in college costs.
Millennials and money

- 2/3 Proportion of Millennials who believe they will achieve a greater standard of living than their parents
- 81% Percentage of Millennials who believe they need to pay off their debts before they can begin to save for retirement

Key insights
The purpose of this Wells Fargo survey was to gauge the financial attitudes, behaviors, and perspectives of Millennials aged 22–32. Results uncovered six key attributes of Millennials and their relationship with money. In general, they are:

- Confident in their prospects for the future and feel they are in control.
- Most concerned about their student loan debt.
- Still aspiring for higher education, but some question the cost/benefit.
- Confident in their retirement outlook but use employer retirement plans like piggy banks.
- More risk averse than Boomers when it comes to investing.
- Not averse to working with a financial advisor but are skeptical about working with financial institutions.
- Millennials are optimistic despite a challenging start to adulthood

Millennials say financial literacy should be taught in school

- A majority of Millennials think personal finance should be taught by high school (79%), college (73%), and their parents (70%). 1
- The top four personal finance topics that Millennials wished they learned more about in school are:
  - Basic investing (70%),
  - how to save for retirement (60%),
  - how loans work (59%),
  - impacts on credit scores (58%)

1. Wells Fargo Advantage Funds- Essentials of Excellence- "Millennials and money". 2013
How can you prepare?

Conversations

- How can you prepare?
- Changes in marital status
  - As a blended family, how should we be handling our finances?
  - Will I outlive my husband/partner?
  - As someone who is in the middle of a divorce, how can I make the most of my finances now?
  - As a single parent, how do I juggle my financial goals?
  - What do I need to do now that I am single again?
  - Although I am married, should I have a financial plan of my own?
  - Am I comfortable with investing my money?

- Changes in family dynamics
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  - How can I make sure I won’t become a financial burden to my family?
  - If I feel financially secure, but how can I be sure I am making the right moves with my money?

Organize your financial house starting today

How do I support my cousin if I can’t afford it?

Although I am married, should I have a financial plan of my own?

As a single parent, how do I juggle my financial goals?

What do I need to do now that I am single again?

Although I am married, should I have a financial plan of my own?

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- If I feel financially secure, but how can I be sure I am making the right moves with my money?
Leverage the expertise of your financial advisor

Ask about:
Conflicts of interest?
Certifications and Background?
Fiduciary Responsibility?- Prudent Man Rule
Company Proprietary sales process?

What do women want from Trusted Advisors?

• A collaborative approach
• A human connection
• An education
• An inclusive process
Speaker Panel Q&A

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Email: fharp@primelending.com
Website: https://lo.primelending.com/fharp

Future Educational events:

Educational Series for Financial Empowerment

You are invited to join us for an educational seminar workshop.

Today, no matter your role or age, you need to have many places to turn for business and personal support. This is particularly important for many, who juggle multiple roles on a daily basis: serving our families & clients, growing a practice or nest-egg, volunteering in the community and focusing on friends and family. Attendees here will have ample opportunity for professional exchanges, learn best practices, and obtain applicable resources on the topics.

RSVP Required — Open to the Public, with limited space a Complimentary Dinner will be served.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>LOCATION</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, April 12, 2016</td>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Tustin Valley, Chino</td>
<td>Aging &amp; its Financial Implications: Planning for Housing</td>
</tr>
<tr>
<td>Tuesday, April 19, 2016</td>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Long Beach, Mike's Cafe</td>
<td>Women &amp; Wealth: The Confidence of a Life Well Planned</td>
</tr>
<tr>
<td>Tuesday, May 3, 2016</td>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Long Beach, Mike's Cafe</td>
<td>Investing Better: Education</td>
</tr>
<tr>
<td>Tuesday, May 10, 2016</td>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Long Beach, Mike's Cafe</td>
<td>Investing Better: Education</td>
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<tr>
<td>Tuesday, May 17, 2016</td>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Long Beach, Mike's Cafe</td>
<td>Estate Planning</td>
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<tr>
<td>Tuesday, June 7, 2016</td>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Long Beach, Mike's Cafe</td>
<td>Estate Planning</td>
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<tr>
<td>Tuesday, July 12, 2016</td>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Long Beach, Mike's Cafe</td>
<td>Estate Planning</td>
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<tr>
<td>Tuesday, July 19, 2016</td>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Long Beach, Mike's Cafe</td>
<td>Estate Planning</td>
</tr>
</tbody>
</table>

Seating is limited. RSVP to Kristy Arachi at 949-796-2443 or kristy.arachi@elpmgroup.com
These seminars are supported and financially sponsored by Guest Speakers and Industry Sponsors.
2nd ANNUAL FEMALE SYMPOSIUM
In Honor of International Women’s Day
Wednesday, March 8th 2017

Leadership, Volunteers, Participation, Ideas
Feedback

Symposium evaluation form
In Honor of International Women’s Day
Tuesday, March 8 2016

Name: ____________________________
Address: ____________________________
City: __________________ State: ______ Zip: ______

Email address: ____________________________

Presentation content:
☑ Excellent ☐ Good ☐ Poor

Speaker’s presentation:
☑ Excellent ☐ Good ☐ Poor

Overall length of presentation:
☑ Just right ☐ Too long ☐ Too short

Other Comments: ____________________________________________________________
__________________________________________________________
__________________________________________________________

☑ I would like more information on the following:
__________________________________________________________
__________________________________________________________
__________________________________________________________

How can we help you?
☑ I would like to meet with you for a complimentary consultation.
Daytime phone: ____________________________
Evening phone: ____________________________
Best time to call: ____________________________

Email: ____________________________
Occupation: ____________________________
Company: ____________________________

☑ Yes I would like to volunteer in ANY capacity Next Year
In Honor of International Women’s Day, You are Invited to the 1st Annual Female Symposium

We have a remarkable opportunity for you to learn, talk, and network with other women and professional leaders in your area, share laughs and stories over good refreshments. Listen about the opportunities and challenges with female leaders, and you'll be participating in a lively discussion on “real-world” scenarios that will help you gain the confidence to make good decisions for your family in regards to investment planning. Whether you’re at the end of your rope or on the top of the corporate ladder, there is always more to learn about how to financially lead yourself and your family.

Date: Tuesday, March 8th 2016

Time: 5:30 p.m. – 7:30 p.m.

Location: Cypress Harbor Golf Course, Eagles Nest Clubhouse
2600 Orangeview Ave, Cypress, CA 90630
No RSVP needed – Open to the public.
Complimentary hors d’oeuvres will be served.

Hosted by: Marcie Fischback-Kuck, Certified Financial Planner,
First Vice President, Investments

This is a generous tribute event to create awareness and financial education in Southern California to be open to all who wish to attend. This symposium is supported and financially sponsored by Wells Fargo Advisors. For education on issues and tax specific products and services.

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