

INVEST IN YOURSELF
FINANCIAL PLANNING FOR WOMEN



RAYMOND JAMES®

When They Engage a Financial Advisor, Women Want ...

- To forge relationships based on trust,
- To be sure that discussions of their needs and goals will be held in confidence,
- Someone who will share knowledge freely – without being patronizing,
- An open-minded advocate who takes the time to really listen,
- An advisor who knows how to say, “I don’t know, but I’ll find out” and
- A professional who understands that the needs of women can be different from those of men, and who works to meet those challenges directly.

Women and Money

Women and men are the same in many ways – but there are good reasons that a woman might require a different approach to financial planning. Women who head households are more than twice as likely as men to live in poverty, for instance. And because women live longer, they must stretch their retirement dollars further than men.

There are all sorts of reasons that women seek financial advice. Every woman will face personal situations unique to her. Some of these situations are demographic; some societal; some family-related. Raymond James recommends that every woman consider discussion of her particular concerns with a professional financial advisor.



Consider these statistics from the U.S. Census Bureau: in 2003, a woman working full-time earned, on average in the United States, nearly \$10,000 less annually than an employed man. Yet 56% of women are in charge of handling their family's day-to-day finances, and in 2003 more than 40% of individuals with more than \$500,000 in assets were female. By 2010, that percentage is expected to grow to 50%.

Women are making more short- *and* long-term decisions about money. On average, an American woman can expect to live on her own financially about one-third of her adult life. When it comes to financial security, it's wise to invest in yourself.

Nice Girls Don't Talk about Money

Perhaps your mother or grandmother still clings to the attitude that well-bred women don't talk about money. Unfortunately, that means women don't learn much about money, either. There is no time like the present to begin a strong financial education.

At Raymond James, we've seen women gain new control as they build ordinary dollars into extraordinary dreams. Raymond James financial advisors will listen carefully, taking the time to learn about you, your expectations about money and your hopes for the future. When you begin your financial planning process, we might ask some of these questions:

- Do you feel comfortable enough with your knowledge about investing to confidently make decisions that affect your financial future?
- What are the specific financial goals most important to you?
- Are there short-term financial issues pressuring you now?
- Do you know where your investment and/or cash accounts are and how they are organized? Do you have access to those assets?
- Have you thought about when you would like to retire and how you will finance your retirement?
- Do you have adequate long-term care insurance?
- Do you have a will and an estate plan in place?

Widowhood and Divorce

Women who have been married for many years may face special challenges if they confront widowhood or the possibility of a disabled spouse. These women could be shocked by cuts in their husband's pension, post-retirement benefits and healthcare coverage. Women of all ages face the possibility of divorce, obtaining credit in their own names, real estate transfers and asset management.

Know Your Money, Know Yourself

Saving is not investing. Smart money managers not only save, but also invest those dollars in hopes of growth and/or income. It's important to develop a clear, manageable plan to achieve your financial goals. Raymond James advisors can help you assess your own tolerance for risk. To work out a portfolio proposal that takes your time horizon into account, we will want to learn how long it might be before you retire, or how many years you think your retirement will last. We will help you set up a plan to help your children through college – or start your own business.

In general, the more risk you take, the greater your potential for reward. Different women at different stages in life will have very different attitudes toward risk. The following chart shows how the risk/potential return changes depending on varying investments: Investing in small-cap stocks generally involves greater risks, and therefore, may not be appropriate for every investor, while Treasury securities are lower-risk and generally hold lower potential for financial returns.

Risk/Return



Executing Your Plan

Once you have an idea of what you want to achieve and are ready to get started, we will help design an investment plan specifically tailored to you. Together, we will consider what financial goals are most important at each stage of your life and determine specific strategies to help you work toward these goals.

Our efforts don't end once your investment plan is set into motion. We monitor your plan's progress and periodically discuss with you any changes in your life or financial status, as well as new developments in the financial markets, that may require an update or adjustment in the plan.

Retire with Spring in Your Step

For women, one of the biggest financial challenges in life is funding retirement. Because women often earn less and are in the workforce a shorter period of time than men, they generally receive lower Social Security and pension benefits. Women on average have longer life expectancies than men, so smart investing is required for the woman who wants to be adequately prepared to finance her retirement. Will you work part-time in retirement? Do you want to stay in your home? How much of a nest egg must you accumulate to sustain the lifestyle you desire? Raymond James financial advisors can help you answer these questions, working closely with you to determine which investments and funding alternatives – such as traditional or Roth IRAs, 401(k)s, pension plans, stocks, annuities and life insurance – best suit your needs.

Financing College for Your Children

It's no secret that tuition and college expenses grow every year. Your children can earn some money or qualify for grants and loans, but rarely can they make it on their own. Fortunately, there is a wide array of savings accounts available to parents who want to help their children with college costs. We can help determine who should own the assets – you or your child – or if the funds should be put into a trust for tax purposes. Some special tax-sheltered savings plans exist solely to help parents provide for their children's education, and as Raymond James financial advisors, we are familiar with them.



Estates

As heirs to an IRA or 401(k), women often turn to a financial advisor for help sorting out the complex tax laws regarding required minimum distributions. As mothers, grandmothers or wives, women often seek help in making arrangements for the management of money and property after they pass away. This can involve allocating assets to preserve them, or minimizing taxes through charitable giving. As advisors with Raymond James we're able to work closely with estate planners and trust officers in Raymond James Trust Companies, who can guide us and our clients through even the most complex estate situations.

Most women lead busy lives. At Raymond James, we treat your time as valuable, providing ongoing investment education and support when you need it and providing the kind of investment alternatives and services that fit your individual circumstances. From financial planning, banking and cash management, to trust services, insurance and annuities, our solutions make investing convenient.

You'll receive:

- Detailed research reports on stocks, mutual funds and international investments;
- 24-hour client service through the Internet, including real-time account information, quotes, banking and more;
- Account linking, which allows you to receive all Raymond James account-related statements and a summary page in one envelope; and
- A concise view of your entire financial picture in writing. Exclusive financial planning software helps us generate and update personalized asset allocation models and explanatory charts so you can gauge your progress.

Women and men are the same in many ways – but there are many reasons that a woman might require a different approach to financial planning. Although it takes work and discipline, the long-term rewards of solid planning will be worth the effort and Raymond James financial advisors can help guide you through the process. We encourage you to contact us – professional colleagues who will help you secure your own future and realize your financial dreams.





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Individual solutions from independent advisors

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