



10/17/11: Why Women Just Aren't Buying What Financial Advisors Are Selling

I am not always good about "tooting my own horn", (I don't want anyone to think I'm a pushy salesman), but this article (link below) is exactly why I started Bell Tower Advisors: to help women with their financial lives in a way that I did not see being addressed (at least not directly) by the firms I had worked for. While everyone is different, this article cites a recent study that suggests advisors do (or don't do) the following when working with women:

Provide more facts on and reasoning behind the investments being used (i.e. EDUCATION)

Don't be a salesman (i.e. LISTEN)

Don't be pushy (i.e. allow them to REFLECT)

Stop talking about your track record (i.e. there's just so much more to it than that)

According to the study, the most important factor for women when choosing a financial advisor is: TRUST.

I really enjoyed reading this article, it made me smile, and I therefore felt compelled to send it along.

<http://blogs.forbes.com/riabiz/2011/05/03/why-women-just-arent-buying-what-financial-advisors-are-selling/>

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