



Six Critical Reasons Women  
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We all know...Men are from Mars, and Women are from Venus, right? So why should men and women plan for retirement the same? They shouldn't. Here are six reasons why.

### 1. Women typically have longer lifespans.

The average life expectancy for women is 6-7 years longer than their male counterparts. Because women live longer, naturally, they will need their financial resources to last longer and be more reliable. Married women who outlive their spouses will experience, on average, a 30%-40% reduction in household income.

### 2. Women are usually the primary family caregiver.

Women are the family nurturer for the children, stay at home moms, and later become the designated one to leave work early to care for an elderly parent. As a caregiver, you are often making financial sacrifices, dipping into your retirement savings, or forced to leave the workforce early to become a full-time caregiver.

### 3. Women continue to fall prey to lower wages.

Although the wage gap is closing, women often make less than their male counterparts. In many cases, women tend to hold lower-paying jobs or positions. Due to competing priorities, women may move up the corporate ladder at a slower pace. 2017 data shows female, full-time, year-round workers, made only 80.5 cents for every dollar earned by men, a 20% wage gap. These gaps will account for lower social security, pensions, and 401k contributions.

### 4. Women will pay more in healthcare cost in retirement.

Rising health care costs, long-term medical care & expenses associated with aging, are a critical component of any solid retirement plan. Women should expect to pay more in health costs in retirement. According to Fidelity, women should expect to pay \$147,000 in health care costs (not including a possible long-term care event). One major medical event or an extended long-term care situation could potentially wipe out an otherwise sound financial plan.

### 5. Women are typically more conservative investors.

Understanding the difference between investing and asset allocation during the accumulation phase versus the distribution phase can make a significant impact on your ability to sustain retirement income. Women tend to play it safe, while in the "RedZone," which is within ten years of your target retirement date. The sequence of returns and income allocation are concepts that women will need to master while navigating the retirement journey.

### 6. Women have been underserved in the financial service industry.

Allianz Money Women and Power Study reveal that despite their growing economic power and influence, women continue to be poorly served by the financial industry. Women are hungry for knowledge about retirement planning but want a different way of learning, with greater importance placed on interpersonal skills. They prefer a more social way of learning within a non-intimidating environment. The industry has underserved women, and as a result, 62% of the women surveyed still don't work with a financial professional and seek the internet as their primary resource.