

Some Advice for Advisors



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A huge movement is afoot in the financial world. As the industry matures, it feels appropriate to ask forgiveness for those times we financial planners were less than conscious. For too long, we spoke primarily to the perceived decision maker, tolerating the female who joined him. We showed graphs and charts clearly demonstrating our current knowledge of the markets. We gave predictions for the next quarter market movements. We assured the wife she'd be taken care of while eliciting questions from her husband.

Then research came out showing a significant number of widows were changing financial advisors, even after decades of working together. The industry had to ask why. As these women shopped for a new advisor they, too, asked why. Why are there so few female brokers/advisors/Certified Financial Planners? A crisis in practice management ensued.

Today, the industry is making quantum leaps in understanding and appropriately serving women. I researched the issue in preparation for an e-book I penned titled "**What Women Want.**" Women want to be heard *deeply*, not just listened to placidly.

We don't care what someone's short-term projection of the market is, secretly judging that as ego not wisdom. We want our questions solicited and answered directly. Advisors can recognize our inherent intelligence, treating us with dignity and respect instead of placating remarks. We want advisors to recognize our intuitive, profound ability to make life work, especially our financial lives.

We are remarkable survivors. Our finances are for the stability of our family, our grandchildren's education and health coverage. Our retirements will be experienced with peace of mind and fun choices. We want the conversation to be about our values, not market movements.

To find the right chemistry with a female or male advisor, ask your friends about their experiences. And every state has a chapter of the professional association for Certified Financial Planners. It's called the **Financial Planning Association**. Email them for a list in your area and do a thorough interview of at least three candidates. It's one of the most important research projects you will ever do. ❀



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