

ALLIANZ  
WOMEN  
MONEY & POWER

# Discoveries for Women, Money, and Power<sup>®</sup> White Paper 2006

For all that's ahead.®

**Allianz** 

Allianz Life Insurance Company of North America  
Allianz Life Insurance Company of New York

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# Methodology

Allianz Life Insurance Company of North America (Allianz) contracted Harris Interactive to conduct a nationwide online interview using the Harris Poll online (HPOL) database surveying 3,183 U.S. adults, 1,925 women and 1,258 men. This online survey was conducted in the United States between May 4, 2005 and July 5, 2006, using an over-sample of 500 respondents who have a net worth of more than \$1 million.

# Introduction

## Reshaping the industry to meet women's needs, too

In politics, in family roles, in shattering the glass ceiling in the workforce – over the last 100 years, women have reinvented their position and potential in our society. Now, in the beginning of this century, women are grappling with the last – and perhaps the most important – frontier in gender equality: money and investing. Financial professionals today have an unprecedented opportunity to reshape our industry to meet the unique and pressing needs of what may be our largest and best market.

The financial services industry still  
**REFLECTS AN ERA**  
when men were in charge of household long-term investing and management.

It is unquestionable that women are rising in prominence in the financial world, empowered by rising workforce participation and escalating income. Moreover, with greater longevity than their male counterparts, they often control household lifetime savings and wealth in later life. Yet the financial services industry was conceived in, designed for, and in too many ways still reflects an era when men were unequivocally in charge of household long-term investing and management.

As women increasingly assume a powerful role in personal financial management, how can we re-create our industry to meet their needs? How should we rewrite our terminology and marketing messages? What are women's key motivations and priorities? What are their biggest concerns and barriers? How do men and women now interact around money? Are there distinct types of women in the ways they relate to money and investing, and if so what do these look like? And what are women really seeking from financial professionals and the financial services industry?

In 2006, Allianz launched The Allianz Women, Money, and Power® Study, the largest-ever study of women and their priorities and attitudes toward money and investing. Working with Age Wave and Ken Dychtwald, the nation's foremost expert on aging, and Harris Interactive, a leading market research firm, we conducted a national survey of over 3,000 women and men. In addition, we conducted focus groups and in-depth interviews with financial professionals who have built highly successful businesses targeting the needs of women.

### In this exclusive report, you'll learn what we learned:

In "Women and money," we will create a portrait of women's financial empowerment and risks. In "Our money, ourselves," we summarize some of the key findings regarding women's attitudes and priorities around money. "He said/she said" examines gender differences and interactions. "Five financial personality types" unveils the five types of women based on how they relate to money and investing. Finally, "The feminization of financial services" summarizes the key benefits women are looking for from the financial services industry, and what they gain from working with financial professionals.

Throughout this report, you'll find tips on how you can apply some of these research findings to your business practices. We've highlighted these tips in boxes, as well as recapped them at the end of the report.

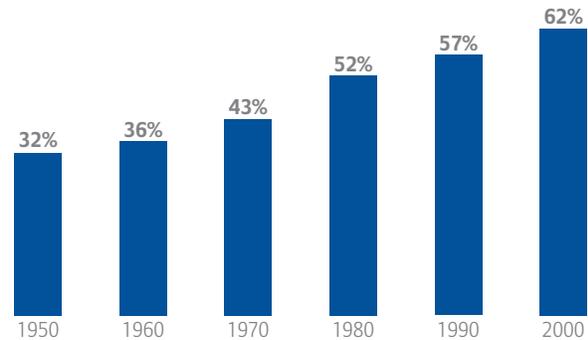
# Women and money

Over the past several decades, women have achieved an unprecedented level of power. In 1920 women fought for and won the right to vote, and found their voice and representation in the senior echelons of politics. In the second half of the twentieth century, women shattered barrier after barrier in the workforce. Today, almost two-thirds of women are in the workforce – compared to just one-third in 1950. Across the workforce, women are rapidly strengthening both their clout and earning power. In 2003, almost two million women earned over \$100,000 – a fourfold increase in just a decade.

No longer playing the role of secondary earner, 60 percent of women with business degrees and 75 percent of executive women working for Fortune 500 companies out-earn their husbands. In fact, almost all income growth we have seen in this country over the last several decades has been among women.

Between 1970 and 2000, median real income growth of women rose over 60 percent, while median real income for men rose less than one percent. Looking at the ambitions and education of young women today, women’s continued ascent in political, business, and economic influence seems almost guaranteed: in 2005, there were 33 percent more female college graduates than male graduates.

**FIGURE 1:** Women working in the labor force



Source: Bureau of Labor Statistics, 2007.

**FIGURE 2:** Number of women earning \$100,000+

U.S. CURRENT DOLLARS



Source: Bureau of Labor Statistics, 2009.

Women today  
**REPRESENT**  
**HALF OF ALL**  
stock market investors.

**Women have shattered barriers in politics, the workforce, and in family roles. What about in the financial world?** Here, the picture is far more mixed. On the one hand, women, with their vastly improved earning power, are assuming far greater control of investments and wealth. Women today represent half of all stock market investors and control 48 percent of estates worth more than \$5 million. By 2010, women will control 60 percent of the wealth in the United States.

And yet, at the same time women must grapple with unique and often daunting financial challenges. Due to traditional family responsibilities, women often find they must divide their time between their careers, raising children, and caring for aging parents. Studies show that women take off almost 12 years from work to care for children or parents, compared to less than 1.5 years for men. Women continue to earn less than men despite recent strides in the job market (73 cents for every \$1 men earn), and are far more likely to be single parents than men.<sup>1</sup> And in this time of increasing marital instability, women often take the brunt of it. According to a 2002 study, the average woman experiences a 27 percent decrease in her standard of living following a divorce while a man experiences a 10 percent increase.<sup>2</sup>

Moreover, because of their superior longevity, women are far more likely to outlive their partners, and without the proper attention and planning, sometimes also outlive their household's lifetime savings.

Consider these numbers: On average, women live about five and a half years longer than men. Women comprise almost 60 percent of the age 65+ population and 70 percent of the age 85+ population. Among older age groups, the vast majority of women are single or widowed. About 55 percent of women ages 65 to 74 are married, compared with 85 percent of men.

Among those age 85+, only 13 percent of women are married, compared to about 50 percent of men. The average age of widowhood is currently at 56 years, and three-quarters of women are single when they pass away.<sup>3</sup>

Given all this, long-term financial planning could be said to be principally a female issue. Yet despite this, women often don't have access to pensions to support their longer lives. A study of pension and annuity income conducted by EBRI during 2003 revealed that 45 percent of retirement-age men received benefits at an average of \$16,470 a year. Only 28 percent of women received benefits at an average of \$9,217.<sup>4</sup>

Family roles and responsibilities, unequal earning power, marital instability, superior longevity, and lesser access to company pensions: all these factors add up to the potential for far greater economic peril for women. Indeed, U.S. Census data show that, in every age group, poverty rates among women far exceeds those of men.

Women today are confronting two financial realities: rising power and influence, and continued exposure to substantial economic risks. Understanding these two realities is key to understanding women's unique needs in the financial world.

### Tip #1:

Increasingly, **women**, not men, will control the money and wealth in this country. By building a superior understanding of their unique needs, attitudes, life stages, and priorities, you will be able to better connect with this largely untapped market.

<sup>1</sup> Bureau of Labor Statistics, 2006.

<sup>2</sup> Women's Institute for a Secure Retirement, 2002.

<sup>3</sup> Center for Disease Control, 2005.

<sup>4</sup> Institute for Women's Policy Research, 2005.

# Our money, ourselves

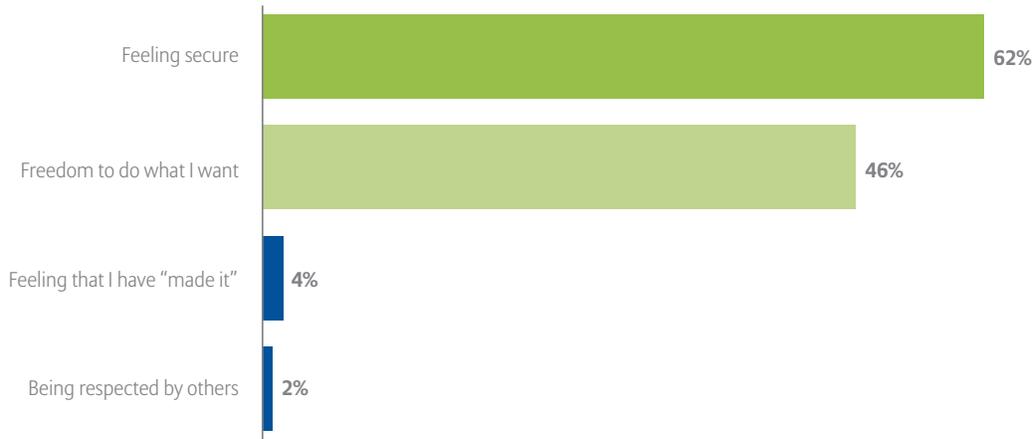
A key purpose for launching The Allianz Women, Money, and Power Study was to thoroughly understand women’s key motivations in investing and long-term financial management. What are women’s financial priorities and goals? Is it the feeling they’ve “made it” or the respect that comes from having significant amounts of money? As it turns out, for women, clearly the best thing about money is having security and financial freedom. In fact, the survey found that the security and freedom money brings women is 15-20 times more important than status and respect.

## Tip #2:

Design marketing materials and seminars with a focus on **security and protection planning** rather than wealth building or rates of return. These are themes that will most strongly appeal to many women.

**FIGURE 3:** The security and freedom money brings women is 15-20 times more important than the status and respect

Q: THE BEST THINGS ABOUT HAVING MONEY ARE ...



Source: The Allianz Women, Money, and Power Study, 2006.

**Achieving security is women’s top financial priority. However, The Allianz Women, Money, and Power® Study found this is a goal that very few women have attained.** In fact, we found that the vast majority (90 percent) of women feel financially insecure. Fully half of women say they fear losing everything they have and becoming a “bag lady” living on the streets. Incredibly, even among the most affluent women – those earning more than \$100,000 a year – 48 percent of these women fear becoming a bag lady.

The vast majority  
(90 percent) of women feel  
**FINANCIALLY  
INSECURE.**

Behind this insecurity often lies a lack of confidence and perceived dependence on others. In our study, we found that women generally consider themselves to be highly sensitive, perceptive, and intuitive. But when it comes to money and investing, women are far less confident in their capabilities.

For example, half of women describe themselves as perceptive and intuitive. But when it comes to money and investing, just 13 percent of women describe themselves as perceptive and 11 percent describe themselves as intuitive. Moreover, women are more likely than men to describe themselves as worriers when it comes to money and investing (34 percent versus 23 percent) and less likely to describe themselves as optimistic (20 percent versus 30 percent).

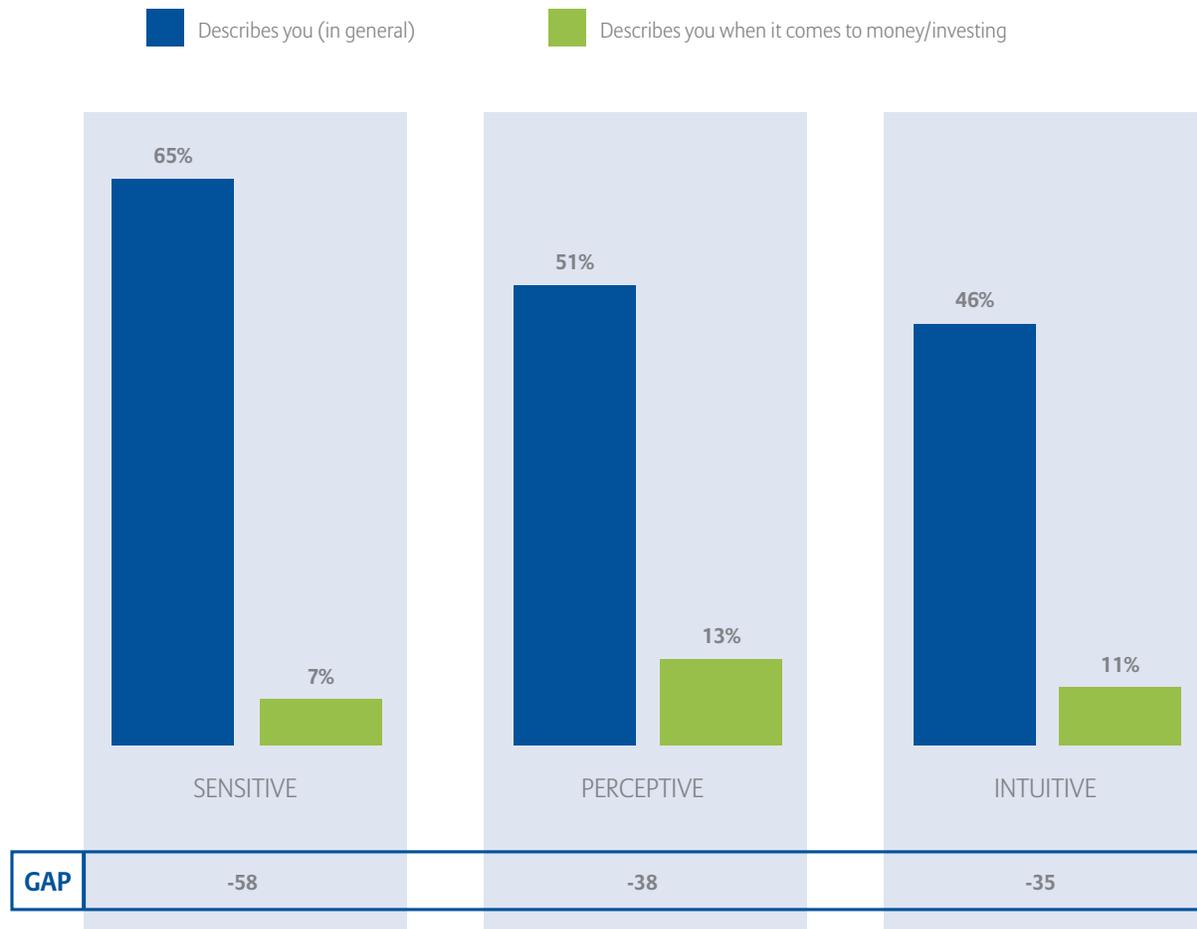
### Tip #3:

In our study, we found that when it comes to investing, women tend to be “worriers,” responsible for the security of their families, and men think of themselves as “warriors,” optimistic and aggressive. To appeal to your female clients, help them to build a financial strategy that will reduce the level of worry about their future.

**FIGURE 4:** Women are less likely to feel sensitive, perceptive, and intuitive regarding money

Q: WHICH OF THE FOLLOWING PERSONALITY TRAITS DESCRIBE YOU?

Q: WHICH OF THE FOLLOWING PERSONALITY TRAITS DESCRIBE YOU WHEN IT COMES TO MONEY AND INVESTING?



Source: The Allianz Women, Money, and Power Study, 2006.

Women today often  
have equal or  
**GREATER  
EARNING  
POWER**  
than their husbands.

**Women's attitudes are often rooted in messages received in our culture and society.** As it turns out, the traditional model in which men act as a provider or "Prince Charming" who will rescue women in their hour of financial need remains surprisingly pervasive in our culture, media, and the way children are raised. In our focus groups, women recounted how ubiquitous this message really is:

*"They instill this in us. We are supposed to play with the dolls and wait for Prince Charming to come along and sweep us off our feet. Subliminally this is what we do."*

*"There are no expectations for us to take on the finances. Parents/husbands don't expect a woman to do things like that. It makes us more vulnerable, I think."*

*"To get the guy with the money was part of my upbringing. You should marry someone who will earn the money."*

*"I remember my mom telling me, you find someone who's going to take care of you so you won't have to work; you can stay at home. And with my brothers, she told them when they turned 18, they were getting out of our house, they were going to get their own apartment, and that's what they did. The girls, you need a down payment for an apartment, but the boys... they had to make their own money."*

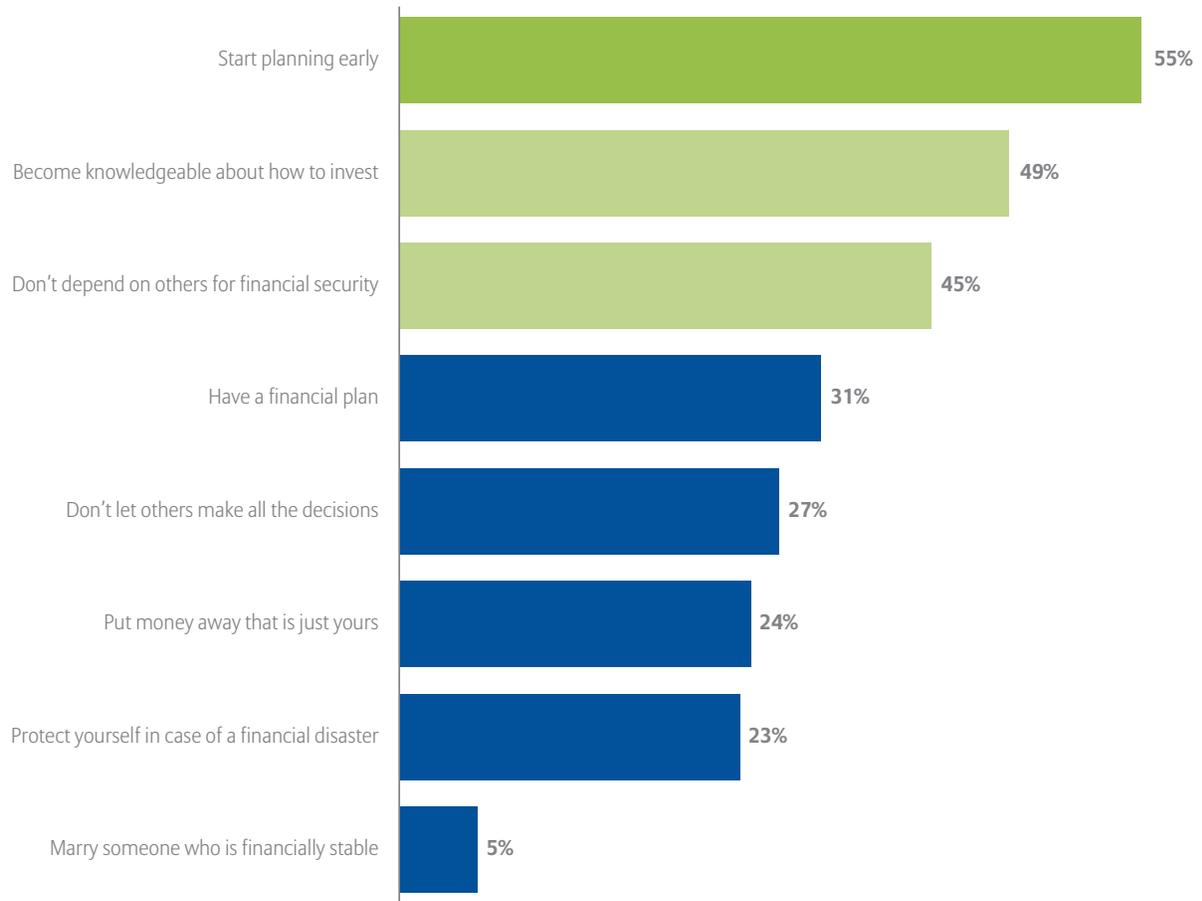
However, this model is clearly no longer viable. Women today often have equal or greater earning power than their husbands. Economic uncertainty frequently makes a family's dual income a necessity. Rising divorce rates and family fragmentation mean both partners must be prepared for self-reliance. The era of women placed into the role of being "taken care of," or seeking to marry financial stability, has come to an end.

We asked elder women what advice they would pass on to their daughters or granddaughters about money. Just five percent suggested marrying someone who is financially stable. Meanwhile, 10 times as many advocated early planning and independence.

Surprisingly, our study found that it is more often mature women – rather than younger women – who recognize the importance of financial independence. Often this is due to experiencing or witnessing life experiences – financial struggles, divorce, widowhood – that drive home the importance of self-reliance. One focus group participant recited how she learned from the financial tragedies of a widowed friend: "She was absolutely lost. She didn't know anything. And I got very frightened. I said to my husband, we're going to sit down with our advisor."

**FIGURE 5:** Elder women counsel that early planning, financial knowledge, and independence are 9-10 times better than counting on husbands for financial stability

**Q:** WHAT ADVICE SHOULD WOMEN PASS ON TO THEIR DAUGHTERS OR GRANDDAUGHTERS ABOUT MONEY?



Source: The Allianz Women, Money, and Power Study, 2006.

## ONLY 4%

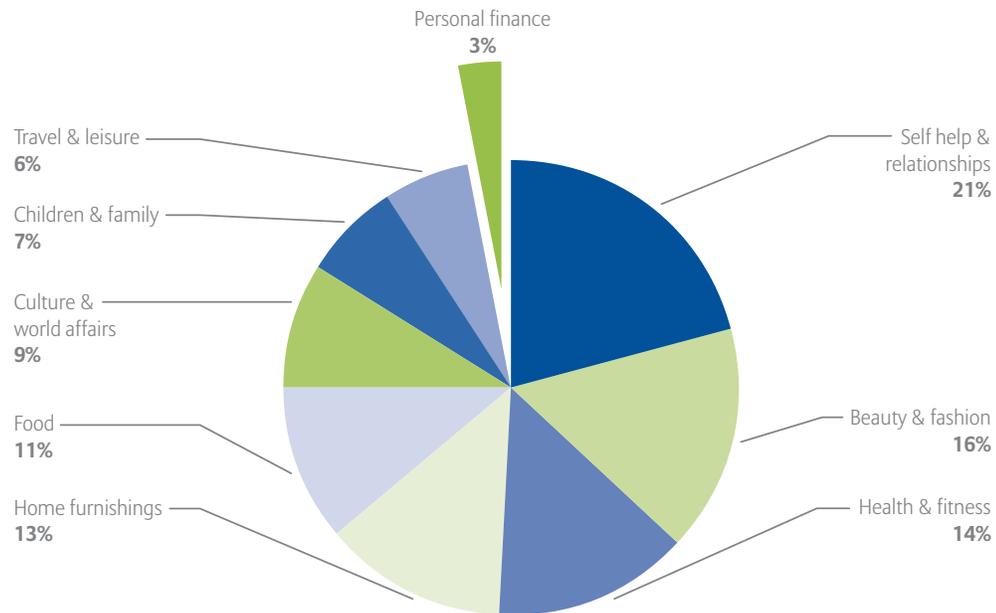
of men say they teach their daughters to be financially independent.

**More than ever, women need to be prepared for a life of financial independence.** Nonetheless, our society has been slow to catch up to this new reality. Our study showed that fewer than one in five women, and only four percent of men, say they teach their daughters to be financially independent. Women's media is almost devoid of financial education and outreach. An audit of the top 10 women's magazines revealed that the bulk of both editorial content and advertising are targeted to stereotypical female themes such as beauty, fashion, relationships, food, and home furnishings. Astoundingly, just three percent of editorial content is related to finances. Just one percent of advertising is for financial products or services. Even our educational systems are not geared for the new realities women must face. Almost 60 percent of women say they wish they had learned more about money and finance in school.

### Tip #4:

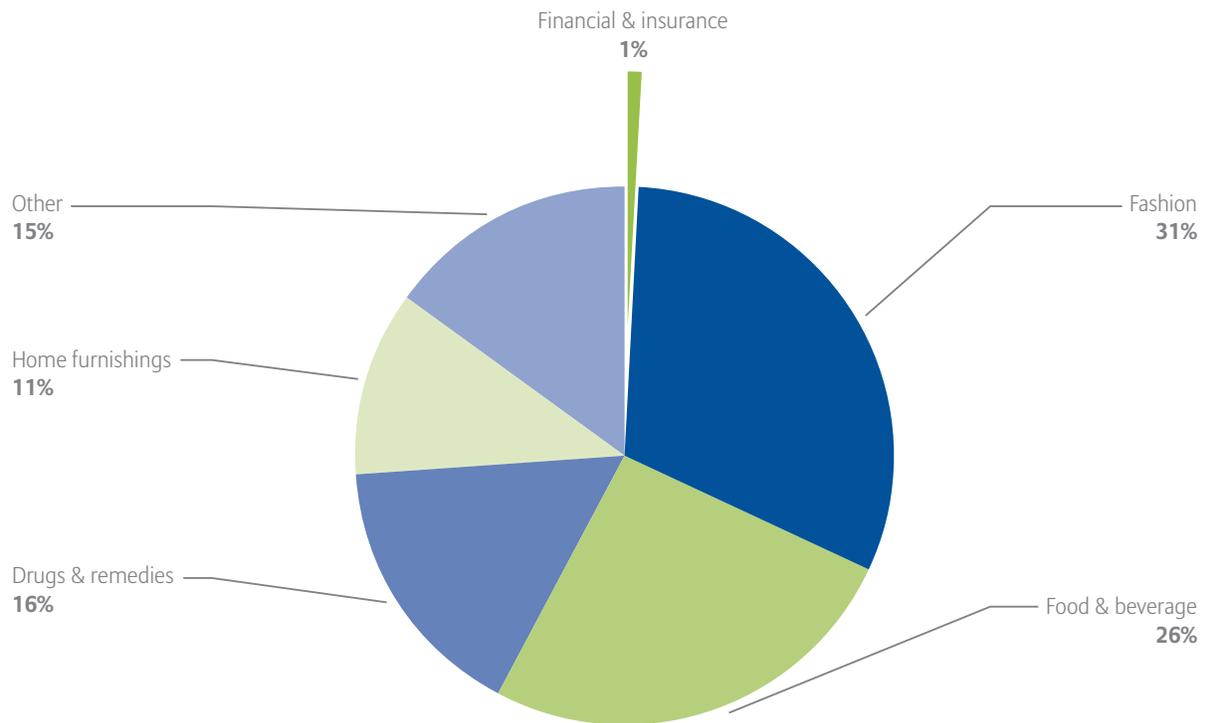
You may find younger female clients need more coaching to take responsibility for their financial future. More mature female clients, because of their life experiences, may likely be more open to guidance and plans to help build their financial independence.

**FIGURE 6:** Survey of editorial content in top 10 women's magazines



Source: Audit of June 2006 issues of the top 10 women's magazines: *Better Homes & Gardens*, *Cosmopolitan*, *Family Circle*, *Glamour*, *Good Housekeeping*, *Ladies Home Journal*, *Martha Stewart Home*, *Oprah Magazine*, *Redbook Magazine*, *Woman's Day*.

**FIGURE 7:** Survey of advertising in top 10 women’s magazines

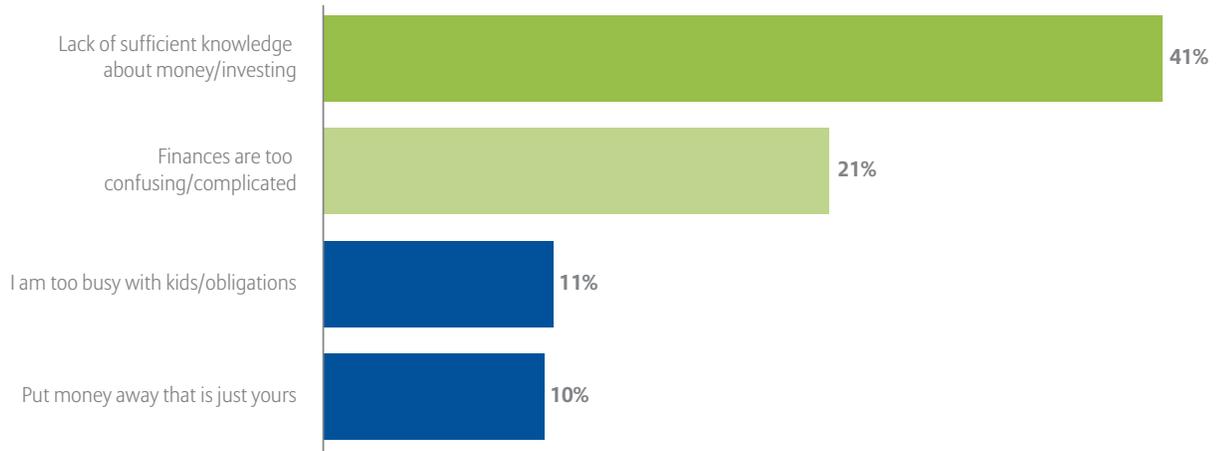


Source: Audit of June 2006 issues of the top 10 women’s magazines: *Better Homes & Gardens*, *Cosmopolitan*, *Family Circle*, *Glamour*, *Good Housekeeping*, *Ladies Home Journal*, *Martha Stewart Home*, *Oprah Magazine*, *Redbook Magazine*, *Woman’s Day*.

**In our national survey, we found that lack of knowledge about money and investing was the single biggest barrier to women getting involved in managing their financial futures.** Many women view finance as an enigmatic world from which they are often excluded. One woman in our focus groups felt that investment planning “is still part of the ‘old

boys’ club,’ media images still show men in the driver’s seat ... Investment companies are still run by men, mostly.” Another mirrored this sentiment: “I feel like there’s more, there’s like a secret out there ... Where do they get the money? It is a man’s world. And I’m an intruder.”

**FIGURE 8:** For women, lack of knowledge is the biggest barrier to investing

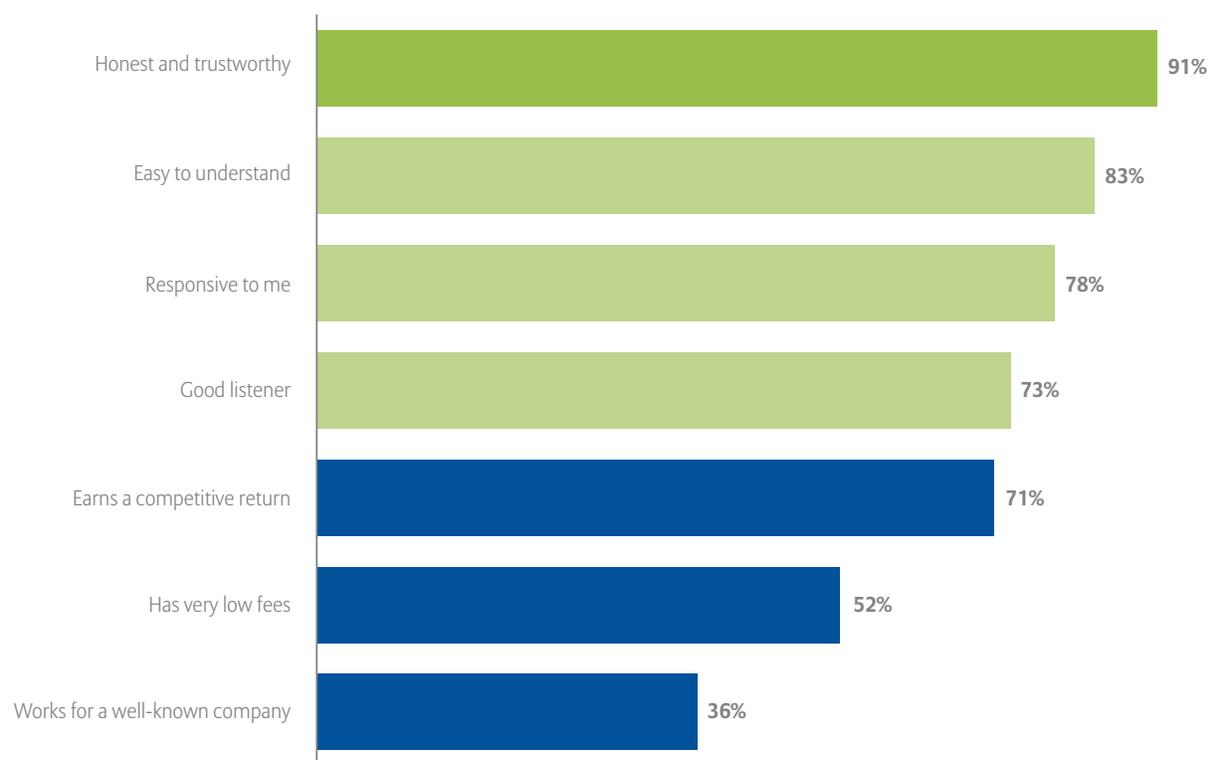


Source: The Allianz Women, Money, and Power® Study, 2006.

**As women gain increasing control and prominence in money and investing, our nation's media, education systems, and the financial industry will need to radically shift its focus** and attention to empowering, educating, and addressing women's distinct needs. In fact, in our survey, we asked women what they really wanted from a financial professional. Not surprisingly, honesty topped this list. But almost as important were good teaching and listening skills. In fact, these criteria are even more important to women than that of earning competitive returns or having low fees.

**FIGURE 9:** When selecting a financial professional, women look for honesty, good teaching and listening skills

**Q:** WHICH OF THE FOLLOWING CHARACTERISTICS DO YOU THINK WOULD BE NECESSARY IN SELECTING THE IDEAL FINANCIAL ADVISOR?



Source: The Allianz Women, Money, and Power Study, 2006.

**Tip #5:**

Generally, women are highly responsive to educational opportunities and seminars that enable them to ask questions in an unthreatening environment. Consider hosting informative seminars and events with titles like “What the men won’t tell you.”

# He said/she said

## MONEY

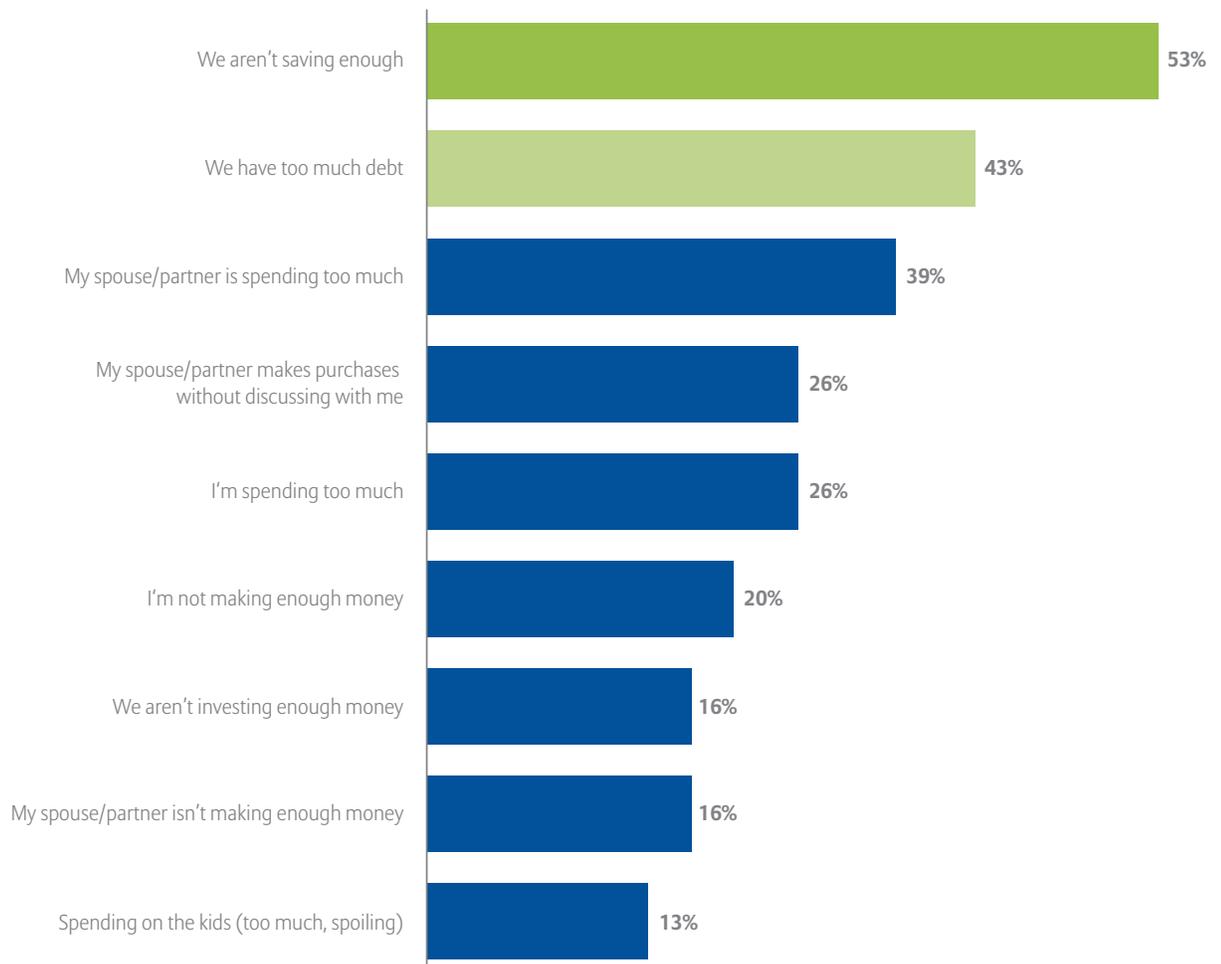
is the major cause of disharmony in marriage today.

The way couples and families relate to money and investing is also being transformed. As we move from a model where the husband was the primary decision-maker on financial and investment issues to a new reality where decisions are made jointly, partners often struggle with emerging misunderstandings, miscommunications, and conflicts.

Most often, we found these arguments revolve around lack of savings and financial security. But men and women often perceive the underlying reasons behind these arguments differently. Women are more likely to think the arguments are really about power and control, while men are more likely to think it is about trust.

**FIGURE 10:** Lack of savings is the biggest source of financial conflict in marriages

**Q:** WHAT SPECIFIC MONEY-RELATED THINGS DO YOU ARGUE ABOUT?



Source: The Allianz Women, Money, and Power® Study, 2006.

Accordingly, our study found that women often take savings into their own hands. Our study revealed that one in five women report having a “secret stash” of savings their husbands don’t know about. Women are not only twice as likely as men to have a secret stash, but women are also almost twice as likely as men to advise younger women to put away money that is for her alone. Said one focus group participant: “My mom was always hiding money in the back of the closet, and even though my husband is very generous, I find myself doing the same exact thing.”

Often having a secret stash is a means of maintaining control, identity, and power in a relationship. Most frequently, we found women maintain a secret stash so that they can purchase what they want without having to get permission from their partners.

However, couples don’t disagree about everything regarding money and investing. In years past, a financial professional may have met with just the

husband to discuss the household financial strategy. In our national study, we found that almost all couples today agree that the ideal way to meet with a financial professional is for both of them to meet together. Even so, more than two in five couples say they generally meet with their financial professionals without their partner.

**Tip #6:**

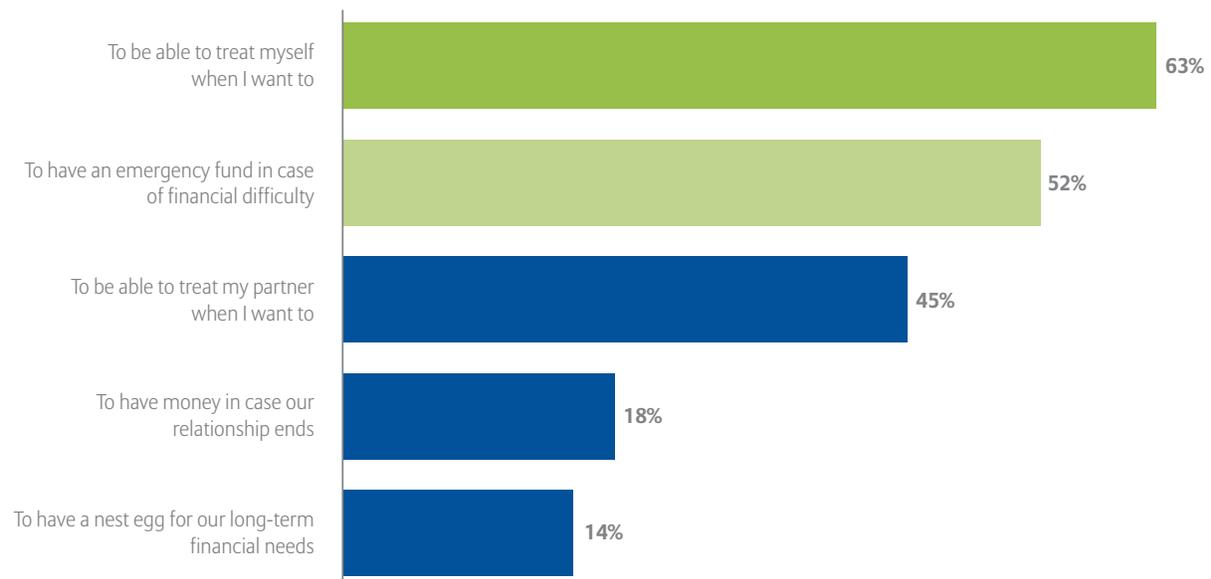
You can provide a valuable service to many of your clients by helping partners better communicate around money and investing.

**Tip #7:**

When scheduling meetings with prospects and clients, you may find you are able to build stronger long-term relationships by meeting with both partners together.

**FIGURE 11: Women’s reasons for the secret stash**

**Q: WHAT IS THE PURPOSE OF YOUR SECRET STASH?**



Source: The Allianz Women, Money, and Power Study, 2006.

# Five financial personality types

Women today continue to revolutionize their role in money and investing. As each woman pioneers a new relationship to money, she is venturing into unknown territory: exactly what role should she assume? How much control should she assume over her financial life? Should she strive to be financially independent? How should she share financial responsibilities with her partner? How should they communicate about money? What are the advantages and disadvantages of each of these decisions?

The Allianz Women, Money, and Power Study is the first study to identify some of the distinct financial roles women are creating today.

Our survey identified five financial personality types. In this section, we will provide an overview of each of these persons.

## Tip #8:

The “Five financial personality types” can be a powerful tool to open up a conversation with a female prospect or client. Ask which financial personality she most associates with as a way to investigate her priorities, worries, needs, and potential steps to improve her financial situation.

## Financial Dreamer – hoping that a financially savvy partner will make everything okay (eight percent of women)

Financial Dreamer struggles financially and hopes that a financially savvy partner will rescue her. When it comes to money matters, she confesses that she often feels helpless. Our study showed that only two percent say they are confident when it comes to money, and two-thirds say they do not feel at all secure financially. In fact, many have a deep dread of losing everything and becoming a bag lady with nothing to show.

Many Dreamers in a relationship would generally say their partner handles most of the finances, and they often don't even want to discuss the issue with him because they are afraid it might start an argument or are simply intimidated by the topic.

Yet the Financial Dreamer continues to be a spender and is dishonest about her spending habits. The Dreamer may be least likely to work with a financial professional, and when she does, she often looks for a financial professional who can help resolve financial conflicts with her partner.

## Tip #9:

If a female client associates herself with a Financial Dreamer, **help her to develop financial goals now**, rather than waiting for a financial hardship to spur her to action. If she is married, encourage her to become more engaged with her partner about investment decisions, even if she feels intimidated by the topic.

## **Financial Avoider – confused by all the choices in front of her (17 percent of women)**

The Financial Avoider is generally confused, disempowered, and quite worried about her financial situation and may be least likely to feel perceptive, analytical, or optimistic when it comes to money. She is troubled by her lack of financial stability. Overly passive on money issues, she may admit that a lack of sufficient knowledge about money and investing keeps her from taking the necessary steps to get out of her financial trouble.

Similarly, she may rarely broach the topic with her partner simply because she doesn't understand it, and feels that her partner doesn't bother to talk with her about how they might better work together on their financial issues. When they do talk, there is frequent arguing about debt, her level of spending, or feeling her husband isn't making enough. If seeking a financial professional, she is more likely to look for someone who can help her stay on the right path.

### **Tip #10:**

If a female client associates herself with a Financial Avoider, help her to plan out specific steps to become financially secure, become much more involved in handling household investments, and manage her budget.

## **Financial Initiator – feeling capable of handling whatever comes at her (18 percent of women)**

A Financial Initiator is typically self-assured, empowered, and unstoppable. Typically more likely to be single and self-employed, she is the most confident, optimistic, and assertive of all five personalities.

Is she worried about money? Hardly ever. Afraid to take financial risks? Not her. She may assert that no matter what happens, she will be able to take care of herself financially. She is generally clear about her financial goals and is highly optimistic she will achieve them.

Among married Financial Initiators, a third earn more than their husbands, and they are the most likely to take charge of their household savings and investments. If her partner tries to argue about money matters with her, she may strongly suspect that the real issue is power and control – clearly her realm.

The Initiator is most likely to have worked with a financial professional. She may be demanding but will pay what it costs to get the quality she knows she deserves.

### **Tip #11:**

If a female client associates herself with a Financial Initiator, work with her to keep her financial goals focused and on target. She may often seek higher-risk investments to achieve greater returns.

## Financial Collaborator – likes to handle things equally with her partner (23 percent of women)

The Financial Collaborator has established a happy, healthy, cooperative partnership that provides her family with financial comfort and stability. She says that the best thing about money is being able to take care of her friends and family. A responsible saver who advises little girls to start planning early, her financial portfolio is a veritable castle of stability.

The Financial Collaborator and her partner share equally in financial decisions and actions, from researching investing options to meeting with financial advisors. Theirs is a relationship built on trust and collaboration: The Financial Collaborator may happily say her partner is both reliable and highly trustworthy as they work together to manage their long-term savings and investments. She doesn't hide money from her partner, they rarely argue, and in fact you could almost say they have an ideal marriage.

When seeking a financial professional, the Collaborator may be the most likely to say it is a key requirement that the financial professional be responsive to her partner's unique needs.

### Tip #12:

If a female client associates herself with a Financial Collaborator, meet with both partners collaboratively to achieve their financial goals. Encourage her to stay involved in managing all investments, even though she might trust her partner to take the lead.

## The Financial Analyzer – researches all the options before making a final decision (35 percent of women)

Don't let her fool you – a Financial Analyzer is not naive when it comes to financial matters. She is typically an avid saver and hardly ever buys things she can't afford. Generally least impulsive of the financial types, she may be the most responsible, analytical, controlling, and perceptive.

Don't try to slough off anything on her: she knows her stuff, and it is a priority for her to have a complete understanding of her household finances. She, not her partner, may frequently take the lead in researching investment opportunities and tracking the financial results to make the decisions that are just right. Her partner knows that the Financial Analyzer can help their family safely navigate through both the bulls and the bears of an unpredictable market.

### Tip #13:

If a female client associates herself with a Financial Analyzer, expect her to be knowledgeable and analytical, and work with her to enhance her knowledge and financial skills. If she's married, expect her to take the lead in researching and making financial decisions.

# The feminization of financial services

The Allianz Women, Money, and Power Study is an important step in better understanding how to meet the priorities, attitudes, and concerns of women in this new era of female financial empowerment. We believe that over the next decade, the most successful financial professionals and companies will be the ones that can deliver on women's core needs identified in this study:

**1. Less worry**

**2. Less aggressive investing**

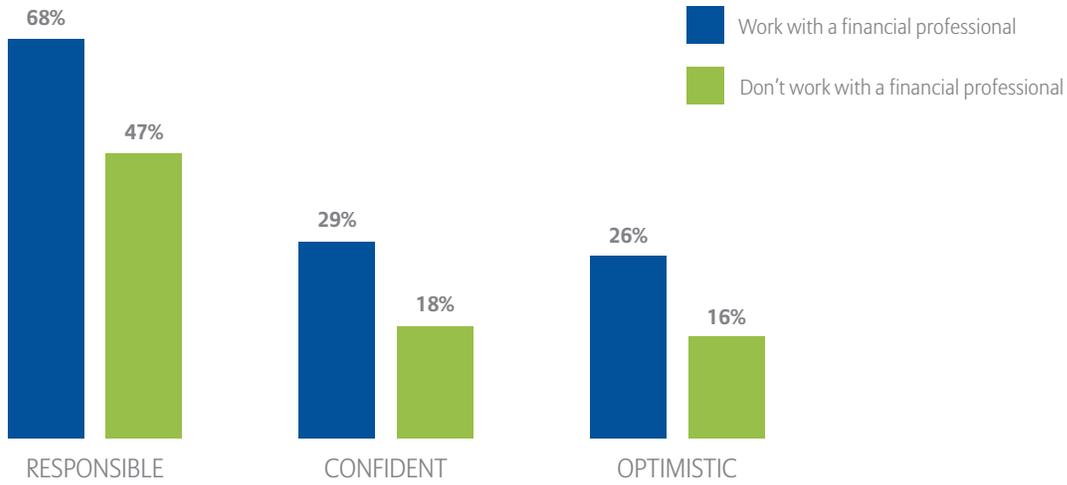
**3. More security and predictability**

**4. More simplicity**

**5. Easier access to understandable financial information**

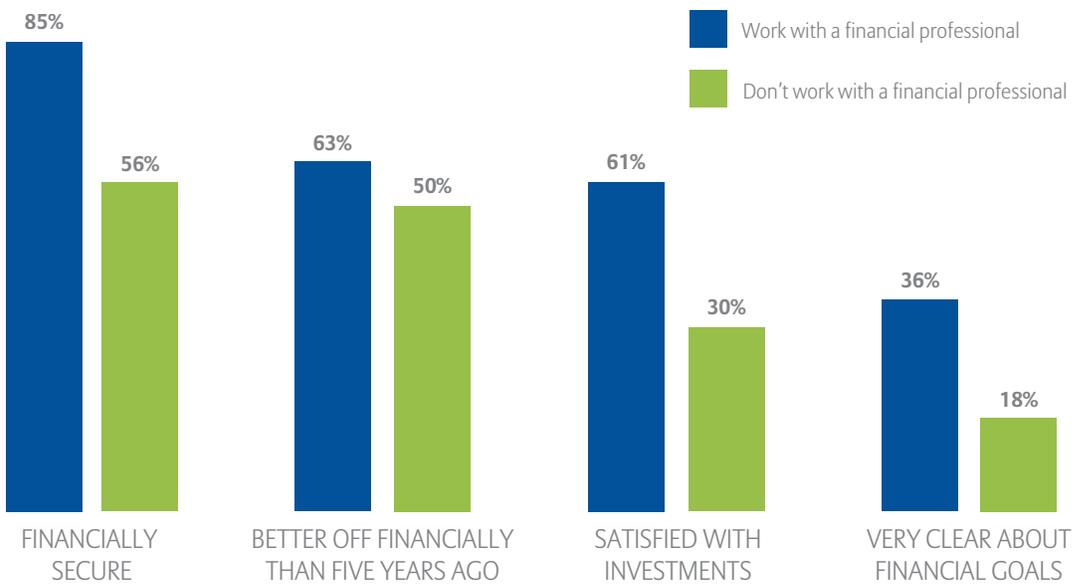
The benefits you can provide your female clients by addressing these important needs are immense. In our survey, we found women who have a financial professional feel 50 percent more responsible, confident, and optimistic, and are 50 percent more likely to have more financial security, clarity, and satisfaction.

**FIGURE 12:** Women who work with a financial professional feel 50 percent more responsible, confident, and optimistic



Source: The Allianz Women, Money, and Power® Study, 2006.

**FIGURE 13:** Women who work with a financial professional feel 50 percent more likely to have more financial security, clarity, and satisfaction



Source: The Allianz Women, Money, and Power® Study, 2006.

# Conclusion

We hope you've found this report to be interesting and useful. To conclude, here's a review of all the key tips and suggestions that we've provided in this report:

## **Tip #1:**

Increasingly, women, not men, will control the money and wealth in this country. By building a superior understanding of their unique needs, attitudes, life stages, and priorities, you will be able to better connect with this largely untapped market.

## **Tip #2:**

Design marketing materials and seminars with a focus on security and protection planning rather than wealth building or rates of return. These are themes that typically will most strongly appeal to many women.

## **Tip #3:**

In our study, we found that when it comes to investing, women tend to be "worriers," responsible for the security of their families, and men think of themselves as "warriors," optimistic and aggressive. To appeal to your female clients, help them to build a financial strategy that will reduce the level of worry about their future.

## **Tip #4:**

You may find younger female clients need more coaching to take responsibility for their financial future. More mature female clients, because of their life experiences, will likely be more open to guidance to build their financial independence.

## **Tip #5:**

Women are highly responsive to educational opportunities and seminars that enable them to ask questions in an unthreatening environment. Consider hosting informative seminars and events with provocative titles like "What the Men Won't Tell You."

## **Tip #6:**

You can provide a valuable service to many of your clients by helping partners better communicate around money and investing.

## **Tip #7:**

When scheduling meetings with prospects and clients, you may find you are able to build stronger long-term relationships by meeting with both partners together.

**Tip #8:**

The five financial personality types can be a powerful tool to open up a conversation with a female prospect or client. Ask which personality type she most associates with as a way to investigate her priorities, worries, needs, and potential steps to improve her financial situation.

**Tip #9:**

If a female client associates herself with a Financial Dreamer, help her to develop financial goals now, rather than waiting for a financial hardship to spur her to action. If she has a partner, encourage her to become more engaged with her partner about investment decisions, even if she feels intimidated by the topic.

**Tip #10:**

If a female client associates herself with a Financial Avoider, help her to plan out specific steps to become financially secure, become much more involved in handling household investments, and manage her budget.

**Tip #11:**

If a female client associates herself with a Financial Initiator, work with her to keep her financial goals focused and on-target. She may often seek higher-risk investments to achieve greater returns.

**Tip #12:**

If a female client associates herself with a Financial Collaborator, meet with both partners collaboratively to achieve their financial goals. Encourage her to stay involved in managing all investments, even though she might trust her partner to take the lead.

**Tip #13:**

If a female client associates herself with a Financial Analyzer, expect her to be knowledgeable and analytical, and work with her to enhance her knowledge and financial skills. If she has a partner, she may take the lead in researching and making financial decisions.



# True to our promises ... so you can be true to yours.®

As leading providers of annuities and life insurance, Allianz Life Insurance Company of North America (Allianz) and its subsidiary, Allianz Life Insurance Company of New York (Allianz Life® of NY), base each decision on a philosophy of being true: **True to our strength** as an important part of a leading global financial organization. **True to our passion** for making wise investment decisions. And **true to the people we serve**, each and every day.

Through a line of innovative products and a network of trusted financial professionals, Allianz and Allianz Life of NY together help people as they seek to achieve their financial and retirement goals. Founded in 1896, Allianz, together with Allianz Life of NY, is proud to play a vital role in the success of our global parent, Allianz SE, one of the world's largest financial services companies.

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