



# WOMEN & WEALTH



**50%** of Women including married, single, divorced, and widowed, control an estimated **\$14 Trillion** in assets...all private wealth.



According to the IRS, half of all people with at least **\$500,000** in investible assets are women.



Women make **80%** of all Financial Decisions within a household. Men are less likely to control how household money is spent.



**89%** of all new bank accounts are opened by women.



**70%** of Widows switch *Financial Advisors*, after their husbands die. 74% of women are single when they pass away.



**80%-90%** of women will be solely responsible for managing their own money at some point in their lives.

WOMEN CONTROL THE PURCHASES OF:



**Homes, 91%**



**Vacations, 92%**



**Cars, 60%**



Women are getting Graduate Degrees at a higher rate than men! **60% Women, 40% Men.**



Women write **85%** of all checks.

Toll Free: 800-748-5335 | Direct: 954-840-TEFG (8334)

[www.Emerald-FinancialGroup.com](http://www.Emerald-FinancialGroup.com) | [EFG@Emerald-FinancialGroup.com](mailto:EFG@Emerald-FinancialGroup.com) | 1166 W. Newport Center Drive, Suite 307 Deerfield

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