

Empowering women to achieve financial confidence

Women have made dramatic progress in the workforce over the past several decades and their economic clout continues to grow. Today, more women than ever are successful professionals, business owners and entrepreneurs. What's more, 60% of high net worth women have earned their own fortunes,¹ and the number of women out-earning their husbands has risen to 37.6% in 2011 from 30.7% a decade earlier.²

Despite these strides, women still face unique headwinds that can affect their ability to achieve financial security.

Longevity. Women typically live longer – an average of 4.8 years longer than men,³ and this longer life expectancy presents some significant financial challenges.

Health care. Since health care needs tend to increase as people age, and women live longer, they also need to plan for greater health care costs. It's essential to have enough money saved to cover these expenses.

Reduced savings. Women typically earn less than men⁴ and are more likely to work in part-time jobs that don't qualify for a retirement plan. In addition, working women are more likely than men to interrupt their careers to take care of family members. Therefore, women work fewer years and contribute less toward their retirement, resulting in lower lifetime savings.⁵

Unexpected events. Losing a job, getting divorced, and becoming a widow are devastating, life-changing events that can also undercut a women's financial security. The death of a spouse, for example, causes women's household income to fall by 37% while men's fall by 22%.⁶

What women can do

For many time-pressed women, it's so easy for financial concerns to take a back seat to family, career and other demands. Yet attaining a secure and confident retirement should be among the most important long-term financial goals in a woman's life.

Here are a few tips to get you started:

- Start saving and investing to build on opportunities to achieve a financially secure retirement. Participate in your 401(k) or other retirement plan at work, at least up to the match. Also consider investing in an IRA.
- Get knowledgeable and organized about your financial assets, credit and other financial issues. Make a list or use a computer application to track joint and individual assets (e.g., investments, real estate, etc.) and liabilities (e.g., mortgages, loans, credit cards, etc.). Know and protect passwords to all online financial accounts. Also track any additional sources of income (e.g., rental, interest, dividends, etc.)
- Ensure you have some key documents in place:
 - Updated beneficiary designations
 - Recent power of attorney
 - Updated last will and testament
 - Recent health care directive

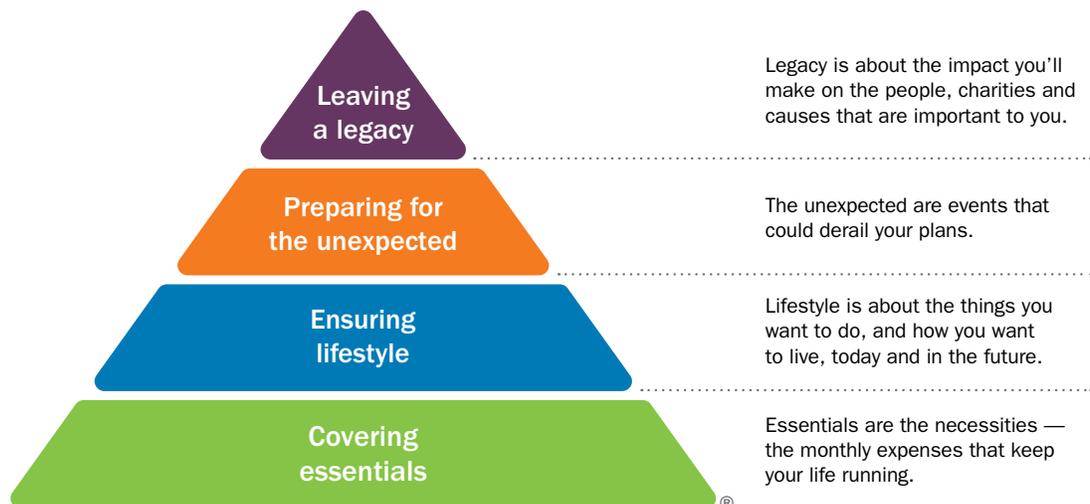
“The best clue to a nation's growth and development potential is the status and role of women.”

DAVID S. LANDES

The *Confident Retirement*[®] approach

At Ameriprise Financial, we can help women break down retirement planning into doable steps that can help you navigate through times of uncertainty.

Our exclusive *Confident Retirement* approach starts with an honest conversation about your goals and dreams. Your advisor will listen to understand your complete financial picture, and identify nuances that may be important. Then, together, you'll review four key retirement needs:



Talk to an Ameriprise financial advisor today so you can find confidence for your retirement goals.

¹ Women & Money – Matters of Trust, Mary Quist-Newins, CLU[®], ChFC[®], CFP[®], Chair in Women & Financial Services at The American College, 2009.

² U.S. Bureau of Labor Statistics, 1988-2013 Annual Social and Economic supplements to the Current Population Survey (CPS).

³ The National Vital Statistics Reports, Volume 61, Number 4, May 8, 2013.

⁴ U.S. Department of Labor, Bureau of Labor Statistics, Women in the Labor Force: A Databook, December, 2012.

⁵ U.S. Department of Labor, Employee Benefits Security Administration, “Women and Retirement Savings”, August 2013.

⁶ United States Government Accountability Office. Testimony before the Special Committee on Aging, U.S. Senate, Retirement Security, Older Women Remain at Risk; July 25, 2012.

David S. Landes is not affiliated with Ameriprise Financial.

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