



PLANCORP® Women's Initiative

Committed to engaging directly with our female clients, as well as with the women in our community

It's a fact that just 25 percent of CERTIFIED FINANCIAL PLANNER™ Professionals are female*—but it doesn't take a statistic to see that women are underrepresented in our industry. Additionally, there's a stereotype that women are more intimidated by financial topics than their male counterparts.

The women of Plancorp want to change that. By giving women a platform to connect with others, ask questions, and have their concerns addressed in a comfortable setting, we hope to empower them to find their financial voice.

We take a focused, organized approach to engaging directly with our female clients and the women in our community. Through educational events, networking opportunities, tailored digital content and more, we strive to advocate for these women by addressing topics specific to their financial lives.

Real conversations with clients and peers inspire all of our topics, which have included:

- » Giving
- » Education planning
- » Estate planning
- » Health insurance
- » Budgeting
- » Tax planning

We want to be more than investment advisors; we want to be your financial life advocate. To learn more about the Plancorp Women's Initiative, sign up for our email list, or register for our next event, please visit plancorp.com/womens-initiative or email us at womensinitiative@plancorp.com.



Education is the first step to achieving financial peace and confidence. Through education and connections with others, we hope the Plancorp Women's Initiative will help women achieve both."

**Sara Gelsheimer, CFP®, AIF®,
Wealth Manager and
Women's Initiative Founder**



Just
**25% of CFP®
Professionals**
are female.

By 2030, it is estimated
that women will control
two thirds
of the nation's wealth.**



SOURCE:

*<http://www.cfp.net/news-events/research-facts-figures/cfp-professional-demographics>

**<http://shurwest.com/2017/03/14/financial-facts-womens-history-month/>