



Women, Wealth and Well-Being



Agenda

1

**Women in the
world today**

2

**What does
wealth mean
to you?**

3

**Investing:
beyond the
headlines**

4

**Build your
foundation**



Women in the world today





Women's power is growing...

**Congress
has highest
percent of
women in
U.S. history**

**1,242 female
athletes
at 2018
Olympics**

**Start
businesses
at 2x the
rate of men**

**57% of
recent
degree
earners**

**Increased
leadership
roles**

Sources: Center for American Women and Politics, Olympic.org., United States Census Bureau Annual Survey of Entrepreneurs, National Center for Education Statistics, Pew Research Center



...and so are their assets.

Women are:

- **Acquiring** more wealth than ever before
- Set to inherit **majority of \$30T** in intergenerational wealth
- **Breadwinners** or co-breadwinners in majority of homes
- Projected to **own \$93T** of total global private wealth by 2023

A woman is rock climbing a large, textured rock face. She is wearing a white helmet, a grey tank top, and green shorts. She is positioned on the right side of the frame, reaching up with her right hand to grab a rope. The rock face is composed of various shades of brown, tan, and grey, with visible cracks and crevices. The overall scene is one of physical challenge and achievement.

There are still a number of challenges

- They earn **82 cents** per dollar a man earns
- Women tend **not** to see themselves as investors
- Career breaks can mean **missed job** opportunities
- **41%** of women haven't started saving for retirement

Sources: Pew Research Center, BlackRock People & Money 2020



What do women want?

- ✓ **Be secure financially**
- ✓ **Feel confident about investing**
- ✓ **Be debt free**
- ✓ **Balance different goals**
- ✓ **Invest to fulfill goals**
- ✓ **Learn about investing**

Source: 2019 BlackRock Investor Pulse.



**What does
“wealth”
mean to you?**





It's personal. Put your wealth in the **spotlight**.



**Support
my
family**



**Pursue
creative
interests**



Independence



**Focus on
wellness**



Travel



**Volunteer
and
donate**

Wealth



What are your goals?

S. Specific

M. Measurable

A. Achievable

R. Relevant

T. Time-bound

- **Dollar amount**
- **Timeframe**
- **Needs vs. wants**



Needs vs. wants

Short-term:

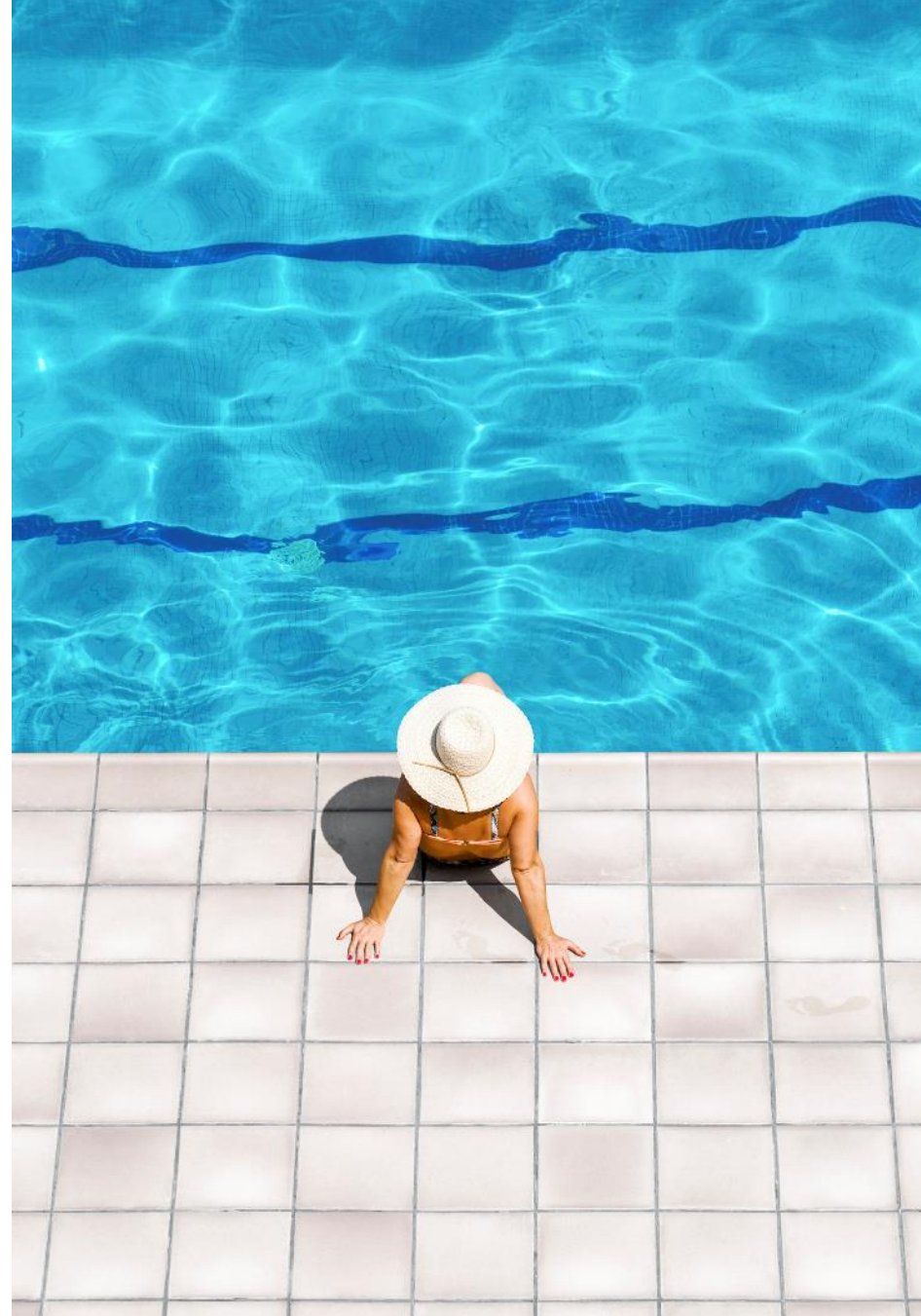
- **Need:** Pay off \$10K credit card debt
- **Want:** Save \$2K to take mom on trip

Medium-term:

- **Need:** Re-finance mortgage
- **Want:** Invest in 529 plan for grandchild

Long-term:

- **Need:** Save \$1M for retirement
- **Want:** Buy second home in Cape Cod



Investing: beyond the headlines

Knowledge is power





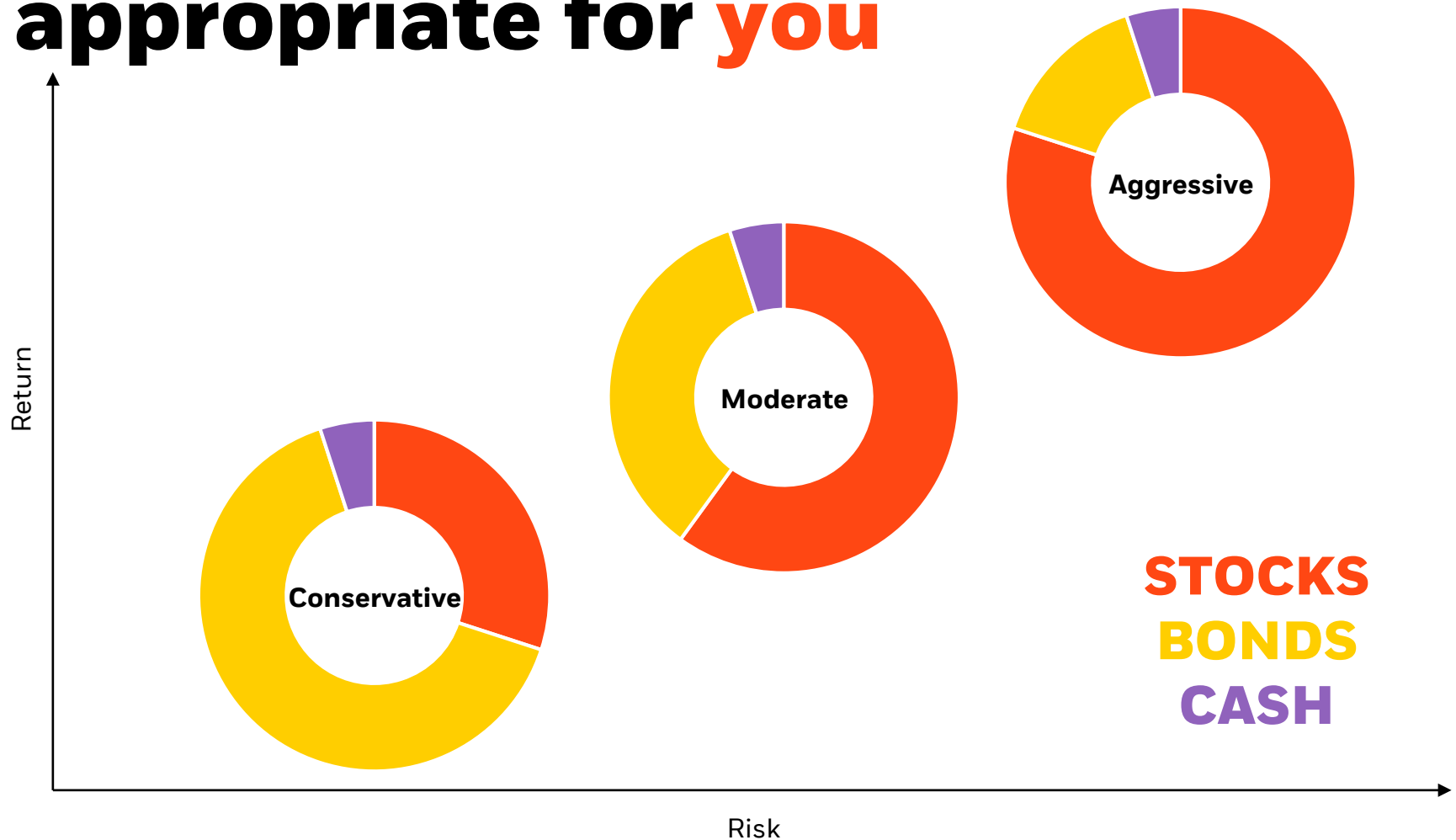
What is risk?



**How much risk are you
willing to take on?**



Your investment profile determines investments appropriate for **you**





How your investments fare year to year can be unpredictable...

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Bonds 7.8%	LC value 17.5%	Sm cap 38.8%	LC core 13.7%	LC growth 5.7%	Sm cap 21.3%	LC growth 30.2%	Cash 1.9%	LC growth 36.4%	LC growth 38.5%
LC growth 2.6%	Int'l 17.3%	LC growth 33.5%	LC value 13.5%	LC core 1.4%	LC value 17.3%	Int'l 25.0%	Bonds 0.0%	LC core 31.5%	Sm cap 20.0%
LC core 2.1%	Sm cap 16.4%	LC value 32.5%	LC growth 13.1%	Bonds 0.6%	LC core 12.0%	LC core 21.8%	LC growth -1.5%	LC value 26.5%	LC core 18.4%
Div port 1.8%	LC core 16.0%	LC core 32.4%	Div port 8.1%	Div port 0.1%	Div port 8.7%	Div port 15.1%	LC core -4.4%	Sm cap 25.5%	Div port 14.7%
LC value 0.4%	LC growth 15.3%	Int'l 22.8%	Bonds 6.0%	Cash 0.1%	LC growth 7.1%	Sm cap 14.7%	Div port -4.7%	Int'l 22.0%	Int'l 7.8%
Cash 0.1%	Div port 12.2%	Div port 20.3%	Sm cap 4.9%	Int'l -0.8%	Bonds 2.7%	LC value 13.7%	LC value -8.3%	Div port 22.0%	Bonds 7.5%
Sm cap -4.2%	Bonds 4.2%	Cash 0.1%	Cash 0.0%	LC value -3.8%	Int'l 1.0%	Bonds 3.5%	Sm cap -11.0%	Bonds 8.7%	LC value 2.8%
Int'l -12.1%	Cash 0.1%	Bonds -2.0%	Int'l -4.9%	Sm cap -4.4%	Cash 0.3%	Cash 0.9%	Int'l -13.8%	Cash 2.3%	Cash 0.7%

Source: Informa Investment Solutions. Past performance is no guarantee of future results. The information provided is for illustrative purposes and is not meant to represent the performance of any particular investment. Assumes reinvestment of all distributions. It is not possible to directly invest in an index. Diversification does not guarantee a profit or protect against loss. Cash is represented by the ICE BofA 3-month Treasury Bill Index. Diversified portfolio is composed of 35% of the Bloomberg Barclays U.S. Aggregate Bond Index, 10% of the MSCI EAFE Index, 10% of the Russell 2000 Index, 22.5% of the Russell 1000 Growth Index and 22.5% of the Russell 1000 Value Index. Bonds is represented by the Bloomberg Barclays U.S. Aggregate Bond Index. International is represented by the Morgan Stanley Capital International (MSCI) EAFE Index. Large cap core is represented by the S&P 500 Index. Large cap growth is represented by the Russell 1000 Growth Index. Large cap value is represented by the Russell 1000 Value Index. Small cap is represented by the Russell 2000 Index.

But the risk of those investments is more predictable

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Sm cap 22.3%	Int'l 16.0%	Int'l 11.6%	Sm cap 14.9 %	Int'l 14.6%	Sm cap 17.5%	Sm cap 7.4%	Sm cap 18.5 %	Sm cap 17.1%	Sm cap 34.9%
Int'l 18.7%	Sm cap 12.4%	Sm cap 10.4%	Int'l 9.3%	Sm cap 13.9%	Int'l 12.9%	LC value 5.2%	LC growth 16.7%	LC value 12.9%	LC value 27.6%
LC value 16.5%	LC growth 11.1%	LC value 9.1%	LC growth 8.9%	LC growth 13.4%	LC value 10.6%	LC growth 4.4%	LC core 14.7%	LC growth 12.8%	LC growth 25.4%
LC growth 15.3%	LC core 10.1%	LC core 8.1%	LC value 7.9%	LC core 13.1%	LC growth 10.5%	Int'l 4.0%	LC value 13.5%	LC core 12.3%	Int'l 25.4%
LC core 15.3%	LC value 9.8%	LC growth 7.7%	LC core 7.9%	LC value 12.4%	LC core 9.8%	LC core 3.8%	Int'l 11.9%	Int'l 11.0%	LC core 24.8%
Div port 10.4%	Div port 7.1%	Div port 6.2%	Div port 5.8%	Div port 8.0%	Div port 7.0%	Div port 2.0%	Div port 9.3%	Div port 8.2%	Div port 17.1%
Bonds 2.3%	Bonds 1.9%	Bonds 3.1%	Bonds 2.2%	Bonds 2.8%	Bonds 3.6%	Bonds 1.5%	Bonds 3.0 %	Bonds 3.3%	Bonds 3.3%
Cash 0.0%	Cash 0.0%	Cash 0.0%	Cash 0.0%	Cash 0.0%	Cash 0.1%	Cash 0.1%	Cash 0.1%	Cash 0.1%	Cash 0.3%

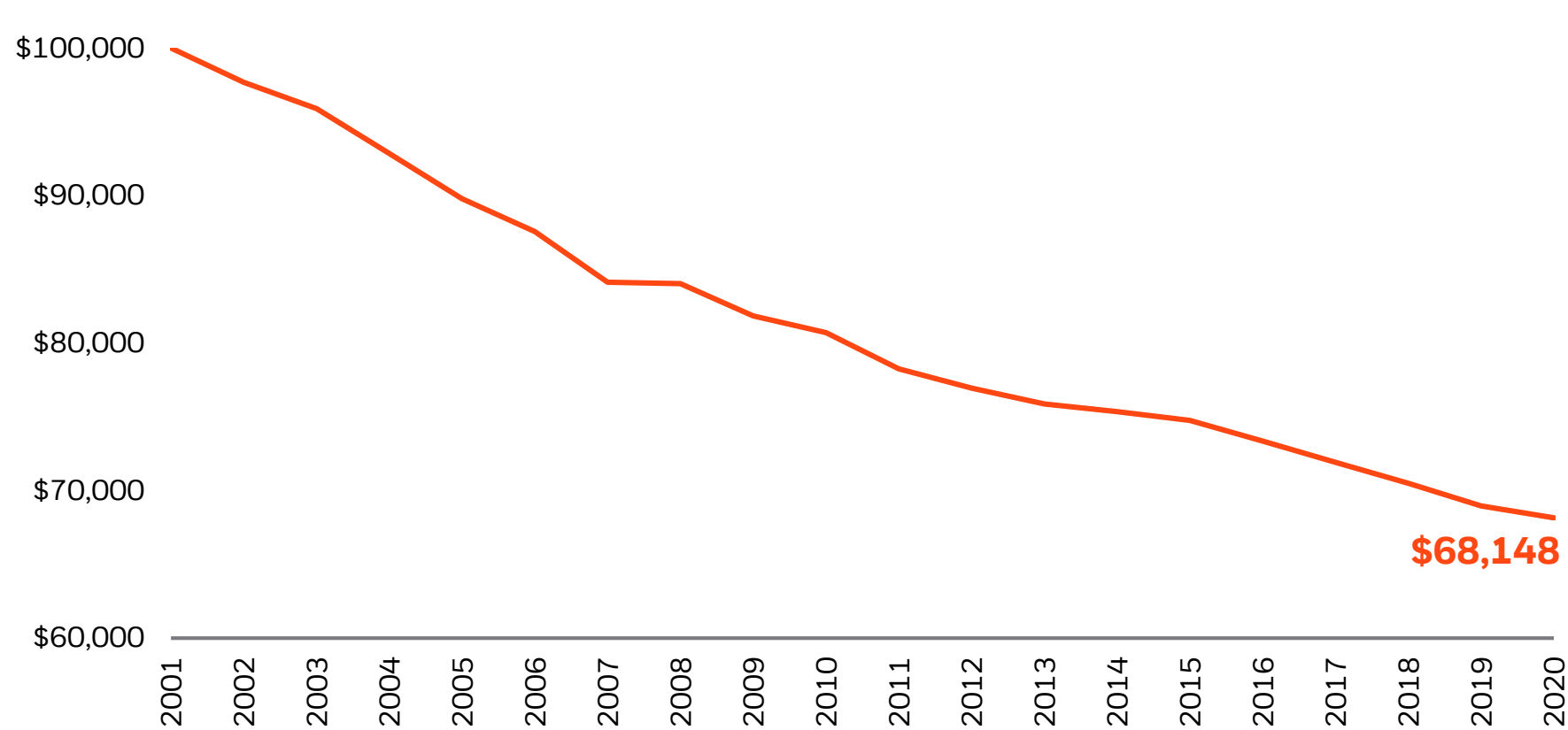
Source: Informa Investment Solutions. Past performance is no guarantee of future results. The information provided is for illustrative purposes and is not meant to represent the performance of any particular investment. Assumes reinvestment of all distributions. It is not possible to directly invest in an index. Diversification does not guarantee a profit or protect against loss. Cash is represented by the ICE BofA 3-month Treasury Bill Index. Diversified portfolio is composed of 35% of the Bloomberg Barclays U.S. Aggregate Bond Index, 10% of the MSCI EAFE Index, 10% of the Russell 2000 Index, 22.5% of the Russell 1000 Growth Index and 22.5% of the Russell 1000 Value Index. Bonds is represented by the Bloomberg Barclays U.S. Aggregate Bond Index. International is represented by the Morgan Stanley Capital International (MSCI) EAFE Index. Large cap core is represented by the S&P 500 Index. Large cap growth is represented by the Russell 1000 Growth Index. Large cap value is represented by the Russell 1000 Value Index. Small cap is represented by the Russell 2000 Index.



Don't sit on the sidelines

Erosion of purchasing power

Cumulative inflation (12/31/2001-12/31/2020)



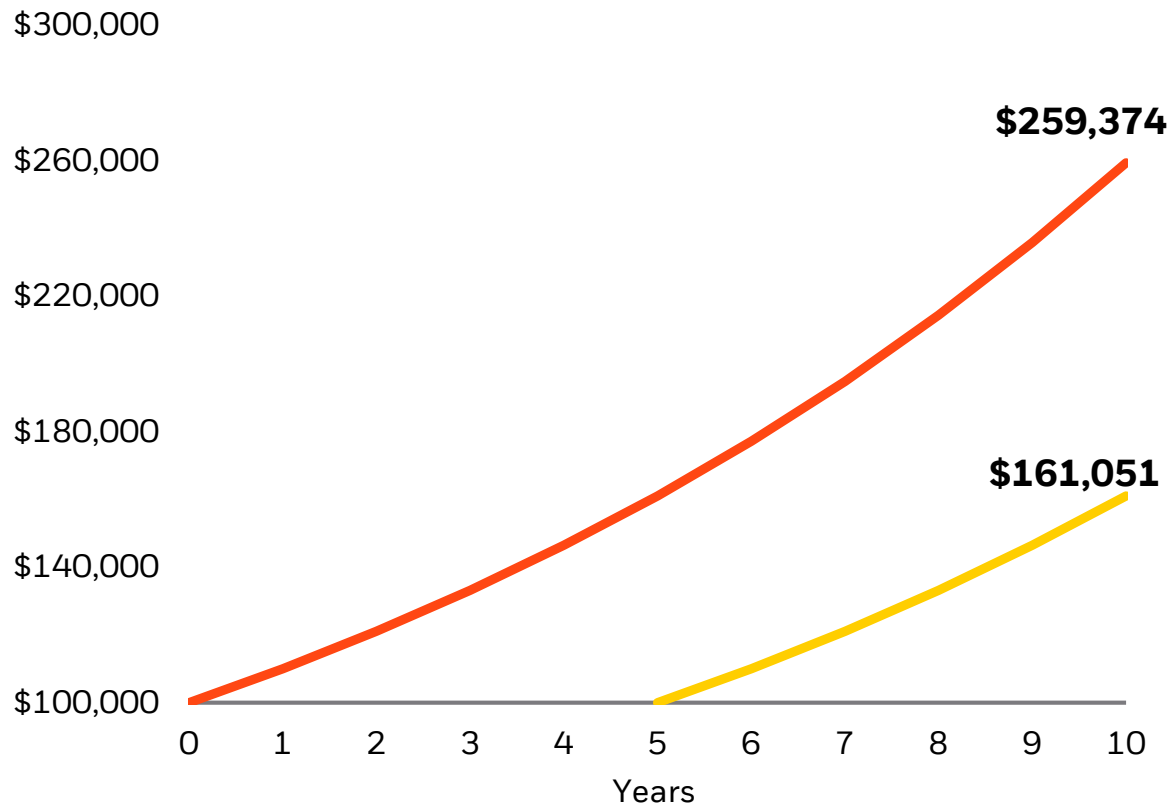
Source: BlackRock, Informa Investment Solutions as of 12/31/20. Inflation represented by the Consumer Price Index. For illustrative purposes only. Past performance does not guarantee or indicate future results. You cannot invest directly in an index.



Waiting for the “right time to invest” can leave you behind

Compound interest makes time your friend

Growth of hypothetical \$100,000 investment assuming 10% annual yield



Money earned:

- Over 10 years: \$159,374
- Over 5 years: \$61,051

Investing for 10 years vs. 5 years would result in **261%** more earnings

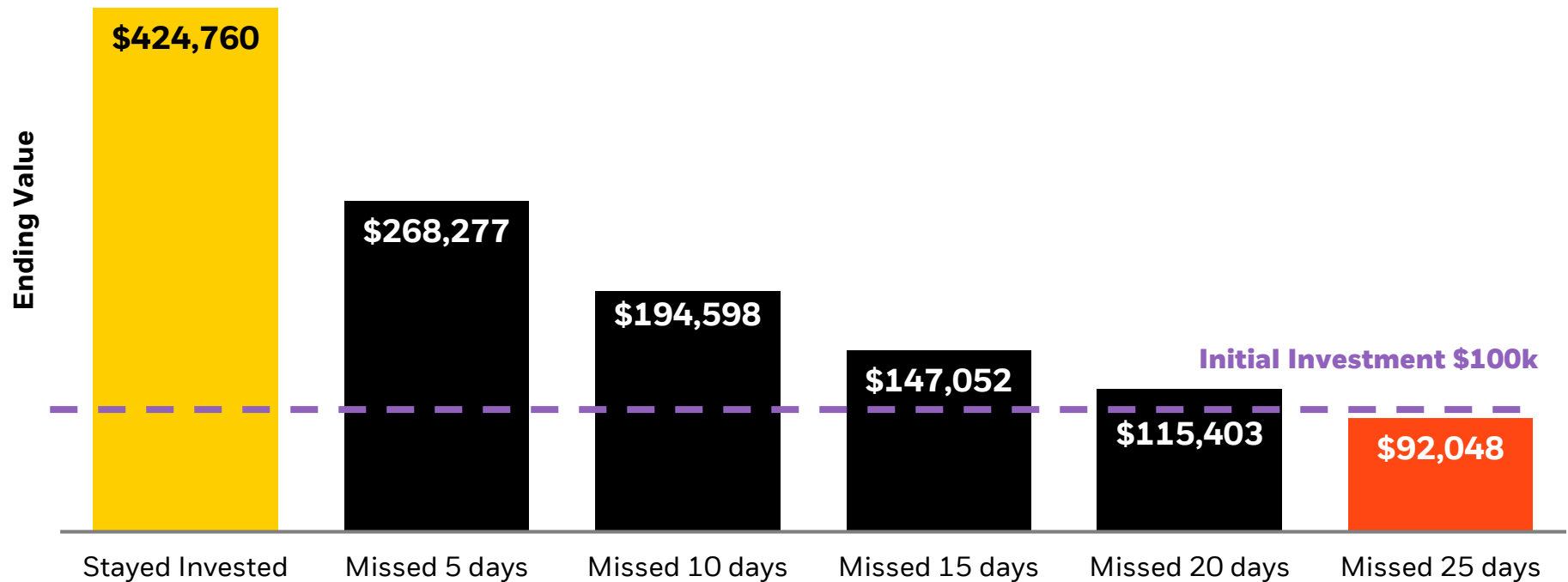
For illustrative purposes only. Not meant to represent the past or future performance of any particular fund or index.



Time in the market vs. timing the market

Missing top-performing days can hurt your return

Hypothetical Investment of \$100,000 in the S&P 500 Index over the last 20 years (2001-2020)










Source: Morningstar. Past performance does not guarantee or indicate future results. Index performance is shown for illustrative purposes only. You cannot invest directly in an index.



Trust diversification – even when it's hard

Years	S&P 500	Diversified portfolio
2000*-2002	-40.1%	-17.3%
2003-2007	82.9%	80.0%
2008	-37.0%	-24.5%
2009-2019	351.0%	195.3%
Q1 2020†	-30.4%	-20.7%
Q2-Q4 2020‡	70.2%	42.6%
Total Return	268.7%	275.3%
Gr \$100k	\$368,745	\$375,302

▶	 “I lost money”
▶	 “I didn’t make as much”
▶	 “I lost money”
▶	 “I didn’t make as much”
▶	 “I lost money”
▶	 “I didn’t make as much”
▶	 “Diversification wins even when it feels like its losing”

Source: Morningstar as of 12/31/20. *Performance is from 9/30/00 to 12/31/02. †Performance is from 1/1/20 to 3/23/20. ‡Performance is from 3/24/20 to 12/31/20. Diversified Portfolio is represented by 40% S&P 500 Index, 10% MSCI EAFE Index, 5% Russell 2000 Index, 30% Bloomberg Barclays U.S. Aggregate Bond Index, 10% Bloomberg Barclays U.S. Corporate High Yield Index and 5% FTSE Emerging Stock Index. **Past performance does not guarantee or indicate future results.** Index performance is for illustrative purposes only. You cannot invest directly in the index. Diversification does not guarantee a profit or protect against a loss in a declining market.

**Build your foundation for
wealth and well-being**

5 steps to build your financial foundation

- 1 Get organized**
- 2 Define your goals**
- 3 Know your numbers**
- 4 Get invested**
- 5 Plan for your unique life path**





1

Get organized

Getting organized is one of the keys to financial security

Collect

- **Investment statements**
- **Recent tax returns**
- **Insurance policies**
- **Retirement accounts**
- **Estate and trust documents**



2

Define goals

Write down your goals

Every goal has three elements:

- **Dollar amount**
- **Time frame**
- **Needs vs. wants**

What do you need to get there?



3

Know your numbers

Net worth



Assets

What you own



Liabilities

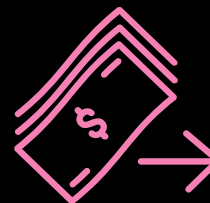
What you owe

Cash flow



Income

What goes in



Expenses

What comes out



4

**Get
invested
in a
diversified
portfolio**

How to get started

- **Know yourself. Your goals. Your needs.**
- **Ask for help**
- **Know your options**
- **Start now**
- **Stay invested**



5

Plan for your unique path

Your life is unique. So is your financial strategy.

- **Caregiving**
- **Health**
- **Social Security**
- **Life After Divorce or Loss**
- **Estate Planning**



Parenting & caregiving

And it has a cost:

\$48,000 / year for assisted living on average

\$100,375 / year for private room in nursing home

Source: Genworth Financial, 2018.





Invest in your health

Be prepared:

\$11,582 / year on average

**Women need long-term care
for an average of 2.5 years**



Source: National Healthcare Expenditure Data, 2019, Morningstar, 75 must-know statistics about long-term care, 2019.



Understand Social Security

**Consider all eligible benefits to set strategy
for when to collect each**

3 types of benefits

- 1** Individual
- 2** Spousal
- 3** Survivor

3 milestone ages to collect

- 1** 62: Earliest
- 2** Range: Full Retirement Age
- 3** 70: Latest



Spousal benefits

Spousal benefits

- Married 1 year
- Your spouse must be collecting
- Your benefit must be less than $\frac{1}{2}$ of your spouse's full-retirement age benefit

Ex-spousal benefits

- Married to ex-spouse for 10+ years
- Unmarried
- Both are at least age 62
- Divorced for at least 2 years*

*2 years does not apply if the individual was eligible for spousal benefits at the time of divorce.

Source: Social Security Administration (www.ssa.gov).



Survivor benefits

Jordan
PIA: \$2,200

Alex
PIA: \$600

Jordan's Benefits (63 ½)
\$1,833



Survivor Benefits
\$1,833

Jordan's Benefits (70)
\$2,904

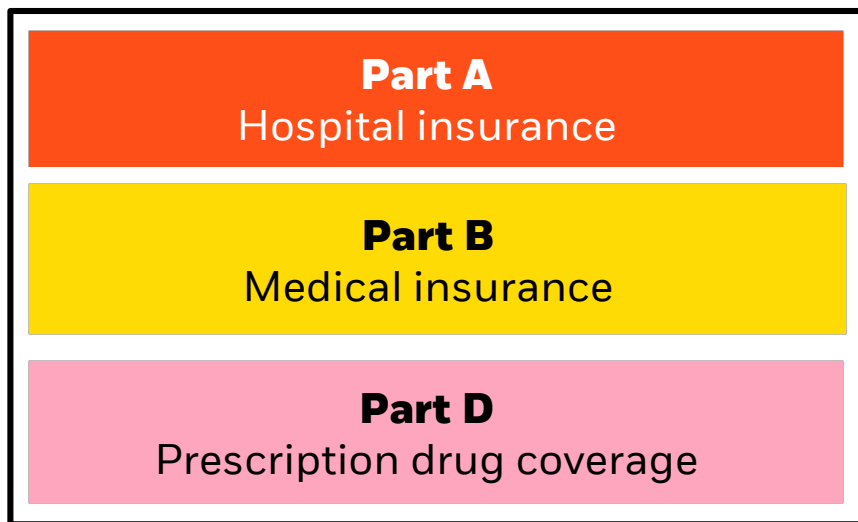


Survivor Benefits
\$2,904

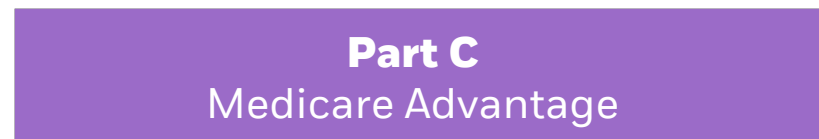
Source: Social Security Administration (www.ssa.gov). Assumes full retirement age of 66 and primary insurance amount of \$2,200.



Understand Medicare



Medigap



Enrollment periods for Part B

Initial

7-month period between
age 64 and 9 months and
age 65 and 3 months

General

Jan 1-Mar 31 each year
Surcharges may apply

Special

Anytime while covered by a
current employer's plan or
within 8 months of separation



Life after divorce or loss

Divorce

- Know your numbers
- Insurance – life and health
- Consider child support
- Work with attorney
- Protect what's yours
- Your home (sell or hold?)

Spousal loss

- Pre-plan if you can
- Be patient before making decisions
- Estate Planning



Protect your wealth

Why build an estate plan?

- To position assets to go where intended
- To ensure that assets are taxed efficiently
- To protect and communicate with your loved ones

Assemble important documents

- ✓ Will
- ✓ Power of Attorney
- ✓ Directive to Physicians (Advance Directive)
- ✓ Patient Authorization
- ✓ Declaration of Guardian



Take action

Assemble your team of experts

- 1 Get organized**
- 2 Define your goals**
- 3 Know your numbers**
- 4 Get invested**
- 5 Plan for your unique life path**





Talk to your financial professional



Open discussion

What financial actions are you going to take?
What is something you learned today?

Important notes

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