

womensjournal

educate. enrich. **empower.**



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PREMIERE ISSUE

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uFinancial Attracts Women as Financial Professionals



UFINANCIAL, A GENERAL AGENCY OF the Massachusetts Mutual Life Insurance Company (MassMutual) with their local office in the Eagleview Corporate Center in Exton, PA, is on a mission to open the door for female professionals seeking a career in financial services.


The importance of recruiting and retaining women as financial services professionals in the industry has never been greater. Demographics, statistics and consumer preferences all point to the importance of providing products and services that respond to women's financial education and planning needs. Unfortunately, the work as a whole is not getting done.

A majority of women think that wealth managers could do a better job of serving them, and nearly a quarter of them say that there is a "significant need for improvement," according to a recent global study by The Boston Consulting Group.

The survey, conducted in early 2010, found that half of the affluent women respondents believed, "many wealth managers either overlook women as a discrete and important group or else use superficial strategies to reach them."

Couple that with fact that women controlled about 27 percent of the world's wealth in 2009 - and well, Houston, we have a problem.

Over the last three years, uFinancial based in Central PA, has made significant strides recruiting and retaining 8 motivated women advisors to their team of professionals in Exton with a grand total of 16 female advisors in the firm. One of the company's long-term goals is to continue to build their base of female financial advisors while challenging the industry to do the same.

uFinancial supports both their women agents and their women clients in the community. The firm benefits from key MassMutual sponsorships of organizations such as Women in Insurance and Financial Services (WIFS), American Woman's Society of CPAs (AWSCPA), the Center for Women's Business Research, Women on Course and New York Women in Film and Television. These organizations provide women with opportunities for networking, development and community building while also promoting gender awareness and education. Education, the cornerstone of uFinancial's philosophy, and it, along with MassMutual, has promoted greater awareness of financial decision-making through its Pearls of Wisdom® and A Women's Guide to Investing® financial education workshops and other educational resources specifically designed for women. 

Programs for women who are the financial decision makers. So basically, all of us.

We know you make most of the financial decisions in your household, and we want to provide you with the programs that will equip you to do that. Like our "Pearls of Wisdom" seminar series. Designed by women for women, this series can help you make intelligent choices for your family. MassMutual. We'll help you get there®.



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