

Working with widows

It's likely one or more of your clients may become a widow this year. Will you know how to help? Working with a widow can be challenging and rewarding, if you have the right tools and resources.



of women leave their financial advisor after losing a spouse¹

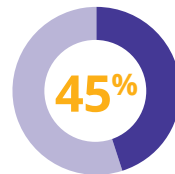
59 is the average age of widowhood in the U.S.²

11.48M

widowed women in 2022³

1M

new widows every year⁴



of women are dissatisfied with the financial services industry⁵



The challenge

Widowhood presents a unique set of challenges for a financial professional:

- A widowed client has different needs than the typical client
- Emotions and tears can be uncomfortable for the client and financial professional
- Financial professionals need to become comfortable integrating personal compassion and understanding into their role
- The meeting objective is the opposite of typical client meetings: do not sell



The opportunity

When handled with care, financial professionals can create a stronger relationship with a widow that could result in future opportunities and referrals.



How Protective’s program and materials can help:



Financial professional guide

- Education on deep grief, the effects of stress on the decision-making process
- Guidelines for Working With Widows according to their stage of grief
- Tips for helping widows avoid financial pitfalls
- Suggestions for communicating with widows
- How to make Working With Widows a niche



Communication guide

- What to say, what not to say, what to write
- What to do at the wake, according to religions/cultures
- Handling the first meeting following the death of a spouse
- Continued care



3 Stages of widowhood brochure

- Helps widows identify current stage of grief and offers resources for support and tips for working with her financial professional according to her stage of grief
- Offers encouragement to widows in early stages of grief, showing the progress she will make on her journey
- Gives financial professionals a productive conversation piece, and a leave behind with helpful resources



Client seminar

- Connecting with widows
- Helping widows avoid common financial pitfalls
- Moving forward on their own, but not alone (with the help of their financial professional)
- Opportunity for financial professional to position him/herself as a financial professional for widows



To learn more and order program materials, contact the Protective sales desk at 888-340-3428.

¹"The Future of Wealth is Female", Insured Retirement Institute (IRI), 2021.

²The average age of widowhood in the U.S. is 59, according to a frequently cited figure attributed to the U.S. Census Bureau, 2020.

³"Marital status of the U.S. population by sex 2022", Statista, 2022.

⁴"Widows Move Forward on Their Own – But Not Alone", Kiplinger, 2021.

⁵"Why Are There So Few Women in the Financial Services Industry?", Journal of Financial Planning, November 2024.

Protective refers to Protective Life Insurance Company (PLICO), Omaha NE and Protective Life and Annuity Insurance Company (PLAIC), Birmingham, AL.

Protective® is a registered trademark of PLICO. The Protective trademarks, logos, and service marks are property of PLICO and are protected by copyright, trademark, and/or other proprietary rights and laws.

CLABD.1079 (11.24)

protective.com

For Financial Professional Use Only. Not for Use With Consumers.

Not FDIC/NCUA Insured	Not Bank or Credit Union Guaranteed	Not a Deposit
Not Insured By Any Federal Government Agency		May Lose Value