Working With Widows

Why Focus on Working With Widows:

70%	59.4	12M	1M
OF WIVES CHANGE ADVISORS after her spouse dies[1]	AVERAGE AGE of widowhood[1]	WIDOWS IN THE UNITED STATES[1]	NEW WIDOWS EVERY YEAR[1]

Given the numbers above, it's likely that one or more of your clients may become widowed this year. **Will you know what to say and do?** Working with a widow can be equally challenging and rewarding, if you have the right tools and experience to guide your client through her transition.

The Challenge

Widowhood presents a unique set of challenges for an advisor:

- Widowed client has different needs than the typical client
- Emotions and tears can be uncomfortable for the client and advisor
- Advisor is often at a loss for words
- Advisor needs to become comfortable integrating personal compassion and understanding into their role as financial advisor.
- The meeting objective is the opposite of typical client meetings: do **not** sell

The Opportunity

When handled correctly, the reward for the advisor working effectively with widows is a stronger client relationship that can result in additional sales later in time and **referrals**:

- A satisfied female client is likely to make twice as many referrals as a satisfied male client[2]

See Side 2 for More Important Information.

For Financial Professional Use. Not for Use With Consumers.

How Protective Life's program and materials will help:

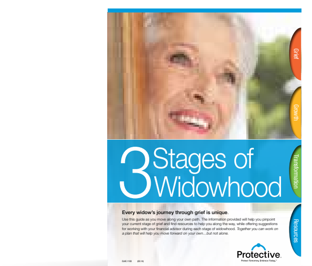
Advisor Guide

- 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

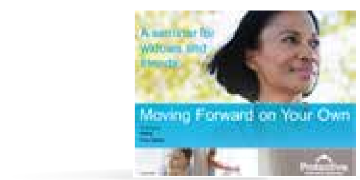
- What to say, what not to say, what to write
- What to do at the wake, according to religions/cultures
- Handling the first meeting following the death of a spouse
- Continued care

3 Stages of Widowhood brochure



- Helps widows identify current stage of grief and offers resources for support and tips for working with her advisor 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 advisors 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 advisor)
- Opportunity for advisor to position him/herself as an advisor for widows

For materials, videos and more information on the Working With Widows program, go to www.myprotective.com/widows.

Talk to your Protective Life representative about the resources available and how you can get started in working with and serving your widowed clients.

[1] Rehl, Kathleen M. PhD, CFP, CeFT. Moor, Carolyn C. Leitz, Linda Y. Grable, John E. (2016, January) Widows' Voices: The Value of Financial Planning. *Journal of Financial Services Professionals*

[2] Leyes, Maggie, "What Women Want," NAIFA Advisor Today, accessed website January 27, 2015. http://www.advisortoday.com/archives/article.cfm?articleID=100