



## The niche market you're ignoring.



### Would you like to focus on a market that controls the wealth, yet receives hardly any attention?

**Consider this:**

- 80% of men die married, while 80% of women die single
- The average age of widowhood is 59
- Women often bear the financial burden of parent care

It boils down to this: Most women will eventually be in charge of their household finances. And many will need help.

That's where you come in.

Is your firm effectively reaching women investors?

Attend The Edge to discover proven strategies for reaching this demographic.

At this two-day event, you'll hear from Tom Mosley, an AE advisor who focused on connecting with female consumers. As a result, his total premium grew 300% in just five years.

**Space is limited. Register for [The Edge](#) today.**

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Women's Institute For A Secure Retirement. "5 Money Myths That Get Smart Women In Trouble." Accessed Jan. 2, 2020.

Amy Florian. Financial Advisor. July 11, 2013. "Serving Widowed Clients Whatever Their Age." Accessed Jan. 2, 2020.

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