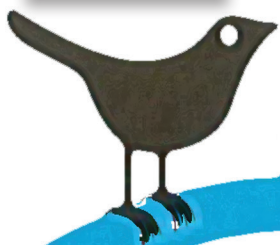


Make YOU the priority to ensure a comfortable retirement

by Christine B. Cooper, MS, CLTC
Tampa Bay's Woman of the Year in Financial Services



"To help the women of Tampa Bay and all readers of this publication, I am setting aside every Thursday morning from 9 am to 10:30 am to be available for your call, no appointment needed. Call me!"

The best way to make sure you have a comfortable retirement is to make YOU a priority.

Are you financially prepared?

Whether you are married, single, partnered, or widowed, ask yourself:

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Women CEO's in U.S Fortune 1000 companies

Am I financially prepared for retirement? What are my long term goals and concerns? How will I pass on my business? What about my family?

The best way to make sure you have a comfortable retirement is to make YOU a priority. Does this describe me?

Wife. Mother. Daughter. Sister. Caretaker. Partner.

These are common terms used to describe traditional roles of women.

Our perception may not have caught up with today's reality. Present day common female roles such as entrepreneur, ex-

ecutive, and business owner are often ignored or downplayed. Women-owned businesses employ more than 13 million people and are responsible for \$1.9 trillion in sales. About thirty women chief executive officers lead U.S. Fortune 1000 companies. Women make up 46% of the total private sector workforce.

Women are not only a driving force in today's economy but also decision makers in both business and family financial arenas. Women have changed the business landscape and have experienced significant success and financial gains. Unfortunately, when it comes to retirement planning, many women have failed to take control of their destiny.

46%

of women make up the total private workforce.

Why are women neglecting their retirement planning? Perhaps women still fall short when it comes to retirement planning because they don't

realize that they have different retirement needs from men. Today, the average woman's life expectancy at birth as 80.1 years (compared to 74.8 years for men). A longer life usually means a longer period of retirement, which also means a more costly retirement. Given that women tend to live longer than men, they are likely to require more funds to address needs such as healthcare costs, long term care costs, and prescription drugs.

Call and/or email me to discuss your family's and business's financial vulnerability and your potential for outliving your retirement assets.

Often women will say to me that they do not have any money to "hire" my services. Well, that's not true! Our first meeting is always complimentary. Then we review your financial goals and objectives to see if there are actions you can take to implement a plan for you, well within your means.

Isn't it time to give your financial-self your TOP priority? As Tampa Bay's Business Woman of the Year, I can help. Come and see me!



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