



Insights for Women Investors

Finding and Funding Your Why

Women now control more personal wealth than ever before. You owe it to yourself to take charge of your finances.



Finding your financial “why” means knowing what motivates you in life and connecting it with your financial strategy. A financial professional can offer advice and recommendations, but being aware of your personal values, priorities, and goals is the foundation of a rewarding financial future.

All of us have unique attitudes and beliefs about money. Answer the questions below to help you learn more about your “why” and which important role you play in your household finances.

1

Take the Quiz

1

Better understand your relationship with money.

Your attitudes and beliefs could be impacting how much you’re saving, what you are investing in, and how involved you currently are with your financial professional and financial strategy.

Are you a saver, a spender, or somewhere in between?



2

Assess your interest in investing.

Your level of interest in investing has a lot to do with the role you likely play in your household finances.

Are you fascinated by the financial markets or do you feel obligated to understand them?



3

Assess your feelings about risk.

Assessing your attitude toward risk is essential to finding your “why.” For example, if you value security, your stress levels might soar when the market takes a dip. If you value opportunity, returns are more important to you than the roller coaster ride of the market.

Do you value financial security (you’re more concerned with preserving the original value of your investments than maximizing growth) or financial opportunity (you feel comfortable knowing that you could lose money in pursuit of higher levels of growth)?



4

Identify how confident you are in your ability to manage your finances.

Taking on the household finances might give you confidence—or the thought of being in charge of all financial decisions could make you want to jump in bed and pull the blanket over your head.

How confident do you feel handling financial decisions?



5

Determine how involved you’d like to be in your household finances.

Some people enjoy making all of the financial decisions for their households; others would gladly hand over the reins.

What is your desired level of involvement in major household financial decisions?



6

Determine your comfort level with financial discussions.

Think about how you approach conversations about money and finances with family members.

Do you value privacy when it comes to finance-related matters or are you open when you talk about money?



2

Get Your Results

Remember, all of these roles are important. One role does not outweigh another, and few women remain in the same role throughout their entire adult life. Roles shift because of competing priorities like jobs, kids, and family obligations. Embrace where you are today and explore how you can stretch yourself to learn more.

If you selected mostly...

You may be a...

1s–3s



Delegating Decision-Maker.

You're in charge of managing the home, the kids, a career, and the never-ending to-do list. You play an integral role in your household. You want to be **aware of major financial decisions**, you care deeply for your family, and you **seek financial security**. However, you're not overly confident—or interested—when it comes to finances. You don't find financial minutiae enthralling and would prefer to **delegate managing the investments** and household finances to your partner. You're not alone: 51% of millennial women leave financial decisions to their spouse.*

4s–7s



Shared Decision-Maker.

You and your partner make most financial decisions together. You're **confident in your financial know-how**, but you and your partner like to discuss and evaluate all major financial decisions to make sure you're aligned. Sometimes you or your partner needs to take the lead on making a final decision, but you always **discuss your household needs and future wants** to make the decision together.

8s–10s



Primary Decision-Maker.

You're a master juggler! You handle the day-to-day finances, bills, college savings, investments, and insurance. You are **independent and confident** in your abilities, but sometimes it can be overwhelming. Reassurance, someone to talk to as you make a decision, some guidance, and a little financial education support are all you need to keep forging ahead on all things finance.

3

Take Action

1

Sharpen your focus.

An easy way to start is to focus on what brings you the most energy—or the most stress. Your age and stage of life typically drive the three big financial priority buckets: short-term liquidity, longer-term goals, and establishing your legacy. Circle the one that gives you the most energy:



Liquidity

To have cash flow for short-term expenses



Longevity

For long-term needs and goals



Legacy

For needs that go beyond your own

Jot down answers to the following questions:

- What is my financial vision for myself?

- What is my financial vision for my family?

- What is my financial vision for my legacy?

Be sure to discuss with your partner to make sure you're on the same page. Still not sure of your financial focus? Your financial professional can help.

2

Get intentional.

Funding your “why” means being intentional about what you want—and need.

Answer the following questions to help you get more purposeful:

- What’s important to me?
What’s my “why”?

- How can I better communicate with my family or partner about finances?

- Do I want to learn more about finances right now? If so, what topics are important to me?

3

Contact your financial professional.

Now that you’ve determined which role best describes you today, you’re a lot closer to finding your “why.” Make an appointment with your financial professional to discuss your findings.

YOUR FINANCIAL PROFESSIONAL CAN HELP

A conversation with your financial professional can help you take the right steps to manage your finances while staying on track toward your goals.

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