

Making Sense of How to Invest

BY JESSICA PERRONE

Jessica Perrone, Founder of HerFinIQ.com, is a Summit mom and experienced investor who's on a mission to empower women and teen girls through Financial and Investing Education. Each month, she will answer questions she commonly receives on how to invest.



Question:

I'd like to talk to my financial advisor but don't know where to start. - Karen, Westfield

Dear Reader,

You are far from alone!

A recent UBS "Own Your Worth" report found that only 20% of couples participate equally in financial decisions. One of the most significant reasons cited as to why women defer to men is because of their belief that they lack the knowledge needed to invest.

This self-doubt then translates into a genuine fear for women. A trepidation that prevents them from talking about investing in their everyday lives. I've seen women initially come into my investing classes with anxiety - thinking the subject matter will be scary and unapproachable.

Ladies, talking to a financial advisor doesn't have to be scary. In fact, these knowledgeable individuals can be a valuable resource in your financial tool belt.

Let's look at four questions you can ask your financial advisor right off the bat.

1. When can I retire, and how much will I need?
2. What is my Risk Tolerance or Investment Objective?
3. Do you think that is still accurate for my life stage?
4. What was the return on my investments this year? Last year?

These simple questions can help you break the ice and start a healthy and productive dialog with your financial advisor. A recent attendee to my "Investing \$ense for Beginners" workshop took these questions to her financial advisor and came back appreciative! Not only was she able to break the ice with her financial advisor, but she also started working with that individual on strategies for her retirement.

Mission accomplished!

If you have any investing or money questions you'd like answered, please email me at hello@herfiniq.com