

# HOW IT'S DONE



## Female Friendly Quotient (FFQ)

|    |   |      |       |
|----|---|------|-------|
| 1  | My practice is at a minimum equally weighted in terms of female versus male clients. (Only include clients you are actively working with either individually or as a member of a couple.) | True | False |
| 2  | Women face a variety of financial hurdles that are different than what men face.  | True | False |
| 3  | When I meet with prospects, I need to know if they are going to sign up for my services within the first two appointments; otherwise I am wasting my time.                                | True | False |
| 4  | I offer educational forums and client events specifically for women.  | True | False |
| 5  | When I communicate with my female clients, I find it important to stress my expertise so that they feel comfortable working with me.  | True | False |
| 6  | All women prefer to work with female advisors; therefore, I refer most women clients to my female colleagues.   | True | False |
| 7  | When I am advising a couple, I communicate with the partner who speaks up the most.   | True | False |
| 8  | I adjust my communication style to meet the preferred style of my client  | True | False |
| 9  | When I am advising a couple, I check in with both partners each time I have a question.   | True | False |
| 10 | I offer individual meetings for my female clients who are members of a couple.  | True | False |
| 11 | I communicate with each member of a client's financial team, such as their accountant, banker, and estate attorney, regularly   | True | False |
| 12 | If a female client is not talking, she is not learning.   | True | False |
| 13 | During a client annual review, I spend a fair amount of time talking about investment performance relative to benchmarks such as the S&P.   | True | False |
| 14 | I find it important to tie investment performance results to real-life events for my female clients.  | True | False |
| 15 | When I develop a financial plan, I make sure the client articulates clearly her family values, life goals, and wishes for the next generation.  | True | False |
| 16 | I offer intergenerational wealth services as part of my practice.   | True | False |
| 17 | I avoid talking about emotional issues related to money with my clients.  | True | False |
| 18 | I am open to and/or work with family wealth consultant, family therapists, and other consultants to help my female clients manage and pass on their wealth.                               | True | False |
| 19 | I do not offer financial literacy resources or training to my clients as I don't see this as part of my job.  | True | False |
| 20 | The majority of women view wealth the same as men, i.e., as a means of power and  | True | False |

control.

**YOUR SCORE:** give yourself 2 points for each of the following answers and then add up the total points to find out your FFQ.

|   |       |    |       |    |       |    |       |
|---|-------|----|-------|----|-------|----|-------|
| 1 | TRUE  | 6  | FALSE | 11 | TRUE  | 16 | TRUE  |
| 2 | TRUE  | 7  | FALSE | 12 | FALSE | 17 | FALSE |
| 3 | FALSE | 8  | TRUE  | 13 | FALSE | 18 | TRUE  |
| 4 | TRUE  | 9  | TRUE  | 14 | TRUE  | 19 | FALSE |
| 5 | FALSE | 10 | TRUE  | 15 | TRUE  | 20 | FALSE |

### FFQ RANGE

36-40 Points      Congratulations! You are a very female friendly advisor.

22-34 Points      Nice job. You have a little work to do, but you are well on your way to being a female friendly advisor.

0=20 Points      You have some work to do, but you can raise your FFQ simply by doing some thinking about how you want to run your practice going forward. Hiring a coach can help you frame your practice to meet more of the needs of your female clients and couples.

Reprinted with permission from Kathleen Burns Kingsbury; *How to Give Financial Advice to Women, Attracting and Retaining High-Net-Worth Female clients*; (2013); New York; McGraw-Hill;  
<http://www.kbkwealthconnection.com/>