Protective

Protect Tomorrow. Embrace Today.™

Working With Widows

Why Focus on Working With Widows:

70%	59.4	12M	1M	3/4
OF WIVES CHANGE ADVISORS after her spouse dies[1]	AVERAGE AGE of widowhood[2]	WIDOWS IN THE UNITED STATES[3]	NEW WIDOWS EVERY YEAR[4]	OF WOMEN report dissatisfaction with their advisor[5]

Given the numbers above, it's likely that one or more of your clients may become widowed this year. **Will you know what to say and do?** Working with a widow can be equally challenging and rewarding, if you have the right tools and experience to guide your client through her transition.

The Challenge

Widowhood presents a unique set of challenges for an advisor:

- Widowed client has different needs than the typical client
- Emotions and tears can be uncomfortable for the client and advisor
- Advisor is often at a loss for words
- Advisor needs to become comfortable integrating personal compassion and understanding into their role as financial advisor.
- The meeting objective is the opposite of typical client meetings: do **not** sell

The Opportunity

When handled correctly, the reward for the advisor working effectively with widows is a stronger client relationship that can result in additional sales later in time and **referrals**:

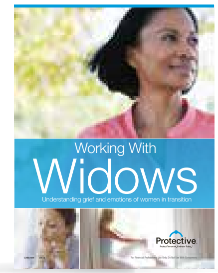
- A female client is likely to refer friends and family members to a trusted advisor 26 times over the course of the relationship, compared to just 11 referrals from male clients.[6]

See Side 2 for More Important Information.

How Protective Life's program and materials will help:

Advisor Guide

- Education on deep grief, the effects of stress on the decision-making process
- Guidelines for Working With Widows according to their stage of grief
- Tips for helping widows avoid financial pitfalls
- Suggestions for communicating with widows
- How to make Working With Widows a niche

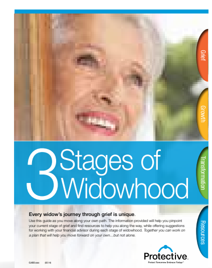


Communication Guide

- What to say, what not to say, what to write
- What to do at the wake, according to religions/cultures
- Handling the first meeting following the death of a spouse
- Continued care

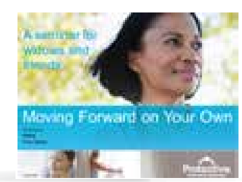
3 Stages of Widowhood brochure

- Helps widows identify current stage of grief and offers resources for support and tips for working with her advisor according to her stage of grief
- Offers encouragement to widows in early stages of grief, showing the progress she will make on her journey
- Gives advisors a productive conversation piece, and a leave behind with helpful resources



Client Seminar

- Connecting with widows
- Helping widows avoid common financial pitfalls
- Moving forward on their own, but not alone (with the help of their advisor)
- Opportunity for advisor to position him/herself as an advisor for widows



For materials, videos and more information on the Working With Widows program, go to www.myprotective.com/widows.

Talk to your Protective Life representative about the resources available and how you can get started in working with and serving your widowed clients.

[1] Spectrem Group. Study of Wealthy Women Investors. June 2011

[2] U.S. Census Bureau, May, 2011. (Number, Timing and Duration of Marriages and Divorces: 2009; Household Economic Studies)

[3] U.S. Census Bureau. 2011 American Community Survey: Marital Status

[4] U.S. Census Bureau, August 2011 (Marital Events of Americans: 2009 (American Community Survey)

[5] Reshma Kapadia, "Why Women Get a Raw Deal on Retirement," Smart Money, September 20, 2010

[6] Kathleen Burns Kingsbury, "Six Tips for Helping Financial Advisors Serve Female Clients," Financial Advisor, September 14, 2012