

The Power of One: Understanding the Challenges of Widowhood



mfs.com

Client acquisition techniques for serving women who have lost a spouse

Seventy percent of women change their financial professional within a year of the death of a spouse.¹

The top financial professionals have learned that to serve widows, you need to understand the challenges they face after the loss of a spouse. Knowing how to help women in times of crisis shows that you are not only a financial professional but also a guide to a broad range of family and life issues. This puts you in a position to earn their trust by helping them navigate through some of life's greatest emotional challenges.

A sample of the life concerns faced by recently widowed women

Personal

- Finding my purpose
- Maintaining physical health: choosing an exercise program
- Preparing my own goodbye message
- Deciding whether to take a self-defense class
- Finding local support groups in my community and learning where it's safe for single women to travel

Household

- Finding experts who can help with home maintenance
- Finding a housesitter or securing my home when I travel
- Downsizing: choosing a house or a condo

Financial

- Preventing identity theft
- Talking with my kids about the estate, money, charity
- Creating a budget
- Outliving my money
- Finding and paying for child care
- Funding my children's or grandchildren's education
- Understanding the Social Security options available to me and my minor children

Event ideas for serving this population and meeting prospects

- Anti-aging: how to live longer, maintain energy and manage stress
- Identity theft: protecting what's yours

Event ideas for serving this population and meeting prospects

- Anti-aging: how to live longer, maintain energy and manage stress
- Identity theft" protecting what's yours
- Setting up a legacy for your kids or grandkids
- Finding your purpose: workshop with a life coach
- Safety and being single: travel, home, identity and finances
- Real estate workshop: buying or selling a home

¹ Washington Post, "The wealth transfer from baby boomers mostly benefits women," January 2024.

Please remember to follow your firm's approval process to obtain approval for any sales ideas or marketing materials you would like to use with clients.

The Power of One: Understanding the Challenges of Widowhood



For help with this and any other business building ideas, please call your MFS partners at 1-800-343-2829 (US) or at +1 617 954 6450 (non-US).

Distributed by:

US - MFS Investment Management; **Latin America** - MFS International Ltd. **Note to UK and Switzerland readers:** Issued in the UK and Switzerland by MFS International (U.K.) Limited ("MIL UK"), a private limited company registered in England and Wales with the company number 03062718, and authorised and regulated in the conduct of investment business by the UK Financial Conduct Authority. MIL UK, an indirect subsidiary of MFS®, has its registered office at One Carter Lane, London, EC4V 5ER. **Note to Europe (ex UK and Switzerland) readers:** Issued in Europe by MFS Investment Management (Lux) S.à r.l. (MFS Lux) – authorized under Luxembourg law as a management company for Funds domiciled in Luxembourg and which both provide products and investment services to institutional investors and is registered office is at S.a r.l. 4 Rue Albert Borschette, Luxembourg L-1246. Tel: 352 2826 12800. This material shall not be circulated or distributed to any person other than to professional investors (as permitted by local regulations) and should not be relied upon or distributed to persons where such reliance or distribution would be contrary to local regulation.

Unless otherwise indicated, logos and product and service names are trademarks of MFS® and its affiliates and may be registered in certain countries.

FOR INVESTMENT PROFESSIONAL AND INSTITUTIONAL USE ONLY. Should not be shown, quoted, or distributed to the public.