



Fifth annual Want Women Want Expo Seeking financial peace of mind



TRIBUNE PHOTO/LARRY BECKNER

From left, Megan Christensen, Marilyn Ployhar and Robin Sainsbury wear earphones and special glasses fitted with flashing lights to relax with guided visualization at the New Reality booth Friday at the What Women Want Expo in the Four Seasons Arena at Montana ExpoPark. For more photos from the expo, check out the photo galleries at www.greatfallstribune.com.

'Most people seem to realize things are going to stabilize'

By ERIN MADISON
Tribune Staff Writer

With the recent turbulence in the stock market, one thing women want is stability in their finances.

Of the 230 booths at this year's What Women Want Expo in Great Falls, several of them were occupied by financial advisers and institutions.

Harry Brauer, insurance agent and investment adviser with Prudential, said he's surprised there aren't more people concerned about the market.

"Most people seem to realize that things are going to stabilize and improve," he said.

Brauer, who has a booth at the expo, has had only a few clients pull their money out of stocks and transfer it into money markets. One of his clients wanted to pull her money and put it in something that was FDIC insured, he said.

"There is some nervousness, but not as much as I thought there would be," Brauer said.

Janet Engels, director of RBC Wealth Management's private client research group, gave a speech Friday on some of the unique challenges facing women investors.

There is an income gap between men and women, she said, so women accumulate fewer

assets on their own. Up until recently, women weren't the primary decision-makers for family finances, Engels said. Women also have a tendency to want to keep their money safe, so they typically keep more of their assets in cash.

"The most important thing is to empower women to take control of their financial destiny," Engels said.

Carol Strom, who attended Engel's speech, said she's concerned about the financial markets.

Strom, a retired teacher, hasn't had to draw from her IRA yet



Brauer



Engels

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