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# *The Financial* **Div<sup>♦</sup>a**

Victoria L. Woods

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## **For Immediate Release**

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### **Financial Diva Says Smart Girls Finish Rich**

According to the U.S. Department of Labor, women make, on average, 76 cents on the dollar compared to men. The fact that women still earn less than men, yet are generally expected to outlive men, gives cause for concern for many female financial advisors.

Because of that and other startling economic statistics, Victoria Woods, CSA and CEO of ChappelWood Financial Services is on a mission to better educate women about their finances.

“Statistics reveal 80 to 90 percent of women are forced to manage money on their own mainly through death or divorce,” Woods said. “Only 52 percent have invested for retirement and the average female retiring at 60 has a life expectancy of an additional 21 years.

“The average age of a widow is 55 and women retirees receive half the average pension benefits that men receive because women sacrifice careers and earnings to meet family needs,” Woods continued.

Woods offers her advice for women to take control of their finances:

**\$ - Start the Process** – Women should learn all they can about financial matters. There are a variety of books, Web sites and even local support groups aimed at teaching women the fundamentals of finance.

**\$ - Invest Early and Often** – Take advantage of employer’s 401k plans. Stay-at-home moms should look into creating their own Roth IRA accounts or individual savings accounts for retirement.

**\$ - Seek Help** – A knowledgeable professional, such as a financial advisor, can help women navigate financial waters.

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