

Did You Know: Men & Women Invest Differently



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DID YOU KNOW there are distinct differences in how married men and women approach money and investing?*

MEN

- Tend to be overconfident and less likely to listen to financial advise
- Resulting in various transaction costs and DON'T pick any better than women

WOMEN

- Less confident than men and will more likely to listen to financial advise
- Resulting in women generating risk-adjusted returns SUPERIOR to those of men

BOTTOM LINE

- **Men** may THINK they know what they are doing when it comes to investing but often do not.
 - **Women** may THINK they don't know what they are doing but often do.
- Overconfidence, especially by men can sometimes lead to bad decision making.

*Source: Ronald T Wilcox, "The Smart Money: She saves, he spends." WSJ 1/12/12

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