



Women, money & sudden wealth management

Government, industry experts and female trailblazers weigh-in on first-ever round table.

ETF Capital Management teams up with government and industry experts to produce a micro website and video for International Women's Day.

TORONTO, March 8, 2016- Government and industry experts sat down for a first-ever round table on women and personal finance for a robust discussion on the issues that face women when receiving a sizable sum of money from a divorce, inheritance, sale of a business and more.

Sponsored by ETF Capital Management and hosted by personal finance educator, Kelley Keehn, seven experts and successful business women shared their views on the realities that are causing women financial stress. An edited twenty minute video, a full length one hour video, an industry report and a comprehensive micro website have been created for this year's International Women's Day.

"The biggest fear a woman has is that she's going to outlive her money" states Robyn Graham, Managing Director, Wealth Management and Associate Portfolio Manager with ETF Capital Management. "One factor holding women back is that they can be too conservative in their investing. You need a balance in your life and you need a balance in your portfolio as well. It's all about getting some good advice, because GICs aren't going to get her there."

At the table was: Jane Rooney, Financial Literacy Leader of Canada with the Financial Consumer Agency of Canada, Rose Reisman with Rose Reisman Catering, Joanne Stewart with Lerner's Family Law, Robyn Graham with ETF Capital Management, Cynthia Kett with Stewart & Kett, Mary Aitken with Verity and Kelley Keehn.

"Women have different needs. She's statistically likely to live longer, earn less and be a caregiver to her children and parents. She wants a financial professional that will be in tune with her unique circumstances and educate and involve her in the process without marginalizing her," explained Kelley Keehn, author of *The Woman's Guide to Money* and *The Prosperity Factor for Women*.

This special roundtable also looks at the financial industry's lack of tailoring service when it comes to women's needs. This initiative seeks to empower women - helping them find the financial support they need through various life stages, and enabling them to participate in the financial decision-making process. ETF Capital Management and the partners of this project have created an online resource where Canadians can find all the tools they need to shop for a financial professional and better understand the types of advisors available in Canada. An edited video, full-length video, industry report, resources and more can be found at www.etfcm.com/womenmoney.

About ETF Capital Management

ETF Capital Management was founded by Larry Berman and partners in 2006. ETF Capital Management's portfolio managers practice wealth management to the highest professional standards. They empower investors with education and portfolio strategies that are powerful, yet easily understood. As fiduciaries, the portfolio managers at ETF Capital Management are able to act with the highest integrity, putting Canadian investors first. www.etfcm.com.

For further information: or to interview Kelley Keehn, Robyn Graham or Larry Berman please contact: Wyatt Cavanaugh at media@kelleykeehn.com, 780-732-0144