

Cash Isn't King When Inflation Rules



Historically, women have kept more of their assets in savings accounts than men, by an average of 8.5%.¹

In the world today saving any money is an achievement, but did you know that due to inflation, the money sitting in your savings account might be losing purchasing power every day?

In a scenario where you placed \$10,000 in a savings account in January 2014, by January 2024 your purchasing power would have shrunk to \$6,816. While your balance would still show the same amount it did 10 years ago (or slightly more, with a small interest rate credited over that time), your ability to purchase goods and services is diminished by nearly 32%.²

Now, what if that same \$10,000 earned a conservative 3% interest with an annuity over that same 10-year period? The ending balance is approximately \$13,440, outpacing inflation and saving the purchasing power of the original balance.³



Forget the outdated idea that “women save, and men invest”.

The notion that women need to create the safety net while men plan for the future simply is no longer true.

According to a study by Fidelity⁴, the truth is:

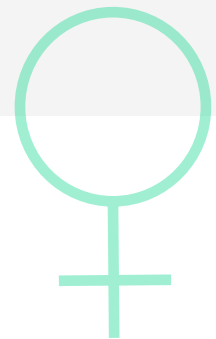
- Since 2018, female investments outside of retirement accounts has surged by **44%**.
- Over the past decade, women’s investments have outperformed men’s by an average of **0.4%**.
- In 2021, **one in five women** reported utilizing a new type of investment.

Why act now?

With a combination of inflation slowly eroding the purchasing power of cash, a longer life expectancy, and outdated thinking; it is more important than ever that women take charge of their financial futures. There are financial products available that could help you take control of your finances, outpace inflation and plan for your dream retirement.

▶ A **Fixed Indexed Annuity (FIA)** could be a great tool to help fight inflation and provide a steady income stream that you cannot outlive.

Talk to your financial professional about your financial goals and find the best option that fits your needs.



Citations

¹ Who's Saving More Money and Why? – MagnifyMoney

² Hypothetical example based on data from <https://data.bls.gov/cgi-bin/cpicalc.pl>

³ Hypothetical example based on data from <https://www.investor.gov/financial-tools-calculators/calculators/compound-interest-calculator>

⁴ <https://newsroom.fidelity.com/pressreleases/fidelity-investments--study--women-tapping-into-their-financial-superpowers-to-gain-ground-with-thei/s/f912c67e-75e9-4398-9ea8-dd6e96005a4>

Annuities are underwritten and issued through an insurance company.

Guarantees are backed by the financial strength and claims paying ability of the company. Product availability and features may vary by state. A fixed annuity is not a security and is not an investment in the stock market.

Index account interest is based, in part, on index performance. Past performance of an index is not an indication of future performance. Consult your advisor for more information.

- Not FDIC/NCUS insured • Charges may apply • Not bank/CU guaranteed • Not a deposit • Not insured by any federal agency
- May go down in value