



For Immediate Release

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Ohio Division of Securities Addresses Women's Unique Investing Challenges

Investor Alerts Provide Helpful Advice for Financial Empowerment

(COLUMBUS, Ohio) – As part of [International Women's Day](#) on March 8, the Ohio Department of Commerce's Division of Securities today launched a series of four Investor Alerts addressing the unique financial challenges of women at various stages of their professional and personal lives.

The "Financial Empowerment for Women" Investor Alerts were developed by the Investor Education Section of the North American Securities Administrators Association (NASAA), of which the Division is a member, to offer women new resources as they seek ways to manage their finances more wisely.

The alerts – [Transitional Phases in Your Financial Life](#), [Investigate Before You Invest](#), [Guard Against Affinity Fraud](#), and [Investor Checklist](#) – are designed to empower women investors to take control of their financial futures.

"These alerts offer reliable, unbiased, non-commercial information to help women make sound financial decisions, especially when it comes to investing," said Ohio Securities Commissioner Andrea Seidt. "Women are often the ones making financial decisions for their families on a daily basis. We want them fully informed and prepared as they navigate that responsibility."

Seidt said there are certain factors specifically pertaining to women that can uniquely impact their finances, such as:

- women typically live longer than men, spend more time in retirement because they live longer, and are more likely to be the surviving spouse in retirement,
- women may accumulate lesser assets than men over the course of their lifetime due to the long-term impact of gender pay inequity, and
- women still fulfill significant caretaker roles that may involve a break in employment.

"Financial Empowerment for Women is designed for women facing life and financial transitions — including widowhood, divorce, job loss, retirement, first-time employment, career re-entry, inheritances, and other changes to income and life circumstances," Seidt said.

Before investing, the Division of Securities encourages investors to call the Division's Investor Protection Hotline at 1-877-683-7841 to ask:

- Is the brokerage firm and salesperson licensed to sell securities in Ohio?
- Have any enforcement actions been taken against them?
- Has the security been properly registered with the Division of Securities?

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