

Subject: Women, Money, Transitions | "The View from the Bay"

Women Get Empowered About Transition's Financial Impact

Teresa Dentino, Founder and CEO of theFinancial411 will be appearing live on TV's "The View from the Bay" on Tuesday, May 15th at 3 pm. KGO-ABC Channel 7.

<http://abclocal.go.com/kgo/story?id=4280971§ion=viewfrombay>

Being Discussed: The critical issue of women and their high-probability of facing transitional life events. Widowhood, divorce, caregiving, managing an elder's estate, inter-generational wealth transfer will affect 8 out of 10 women during their lifetimes, if not already. Along with the emotional and other practical impacts, these transitions are marked by complex and far-reaching financial administration and management responsibilities: Will you be prepared?

The discussion will center on these compelling issues:

- The high likelihood of becoming Women in Transition. Whether precipitated by divorce, death of partner/spouse, inter-generational transfer, or care giving -- 9 out of 10 women will be solely responsible for financial management at some point in their lives.
- The myth of "Women can't do Math"
- Women assuming they'll be "taken care of" financially
- Women's comfort level (or lack thereof) with financial decisions and analysis
- Latest results from academic studies on investment behaviors
- What social currents/demographics are in play
- Tips that immediately empower women over their finances

On the show Teresa will be previewing her Cash Flow Analyzer tool, which will be available on her company website: www.thefinancial411.com. You can also direct your clients to her blog www.the411.typepad.com, which discusses Best Practices and key financial concepts for women, and how to prepare for and handle life's financial transitions. Teresa Dentino is responsible for the first financial education for women in this country. A 23-year veteran of the financial services industry, she has been licensed at the highest level, Supervisor/Firm Owner capacity through the NASD - - Principal's License, Series 24. She has also been awarded the Certified Financial Divorce Analyst credential. Additionally, she completed the first level of the Chartered Financial Analyst program - a postgraduate course on Financial Accounting, Economics, Quantitative Analysis, and Equity Analysis in 1993.

For additional information contact:

Nisha Sharma

Director of Administration/Operations

theFinancial411 www.thefinancial411.com

Blog: <http://www.the411.typepad.com/>

Email: info@thefinancial411.com

Tel: 650.851.8959

About theFinancial411

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