



Employee Benefits
& Financial Planning
Investments ♥ Protection ♥ Advice

ABOUT EBCAM

EBCam Ltd is a specialist Employee Benefits and Independent Financial Advisory firm focusing on providing comprehensive, engaging and rewarding benefits to companies and their employees, and tailored financial advice to individuals.

We work with employers to design, manage, and support a range of employee benefits to aid in the attraction of new, and retention of existing employees.

We work with individuals to understand their objectives and create a plan to help them meet these.

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EBCam Ltd is authorised and regulated by the Financial Conduct Authority (FCA registration number 921376).

WHY DON'T WOMEN ASK FOR HELP WHEN IT COMES TO FINANCIAL MATTERS?

New statistics released by Fidelity International show that 47% of young women have had their mental health affected by financial issues. More, worryingly, however, is that only 12% of these women would seek guidance or help from a financial adviser. In fact, young women have sought help from their GP (35%), Mental Health Professional (25%), Personal Trainer (16%), and Alternative Therapist (13%) for their overall well-being ahead of getting support from a financial adviser. This is despite the fact that six in ten women are worrying about their finances at least once a week.

So why aren't women seeking help from financial advisers?

In some cases, women don't believe they have enough money to speak with an adviser, or, in other cases, the cost of advice is a barrier.

It is also well-known that typically, women prefer to speak with women and there is a concern that they will not be able to speak with a female adviser. In a male-dominated industry, it's easy to understand why women might be nervous about seeking financial advice.

What can we do?

Fidelity's report found that 45% of women feel that communication from the financial services industry is too complicated, with 18% also suggesting they found communication intimidating. As a business, we have an obligation to break down these barriers, making communication clear for all to access and understand. This is something EBCam tries to achieve with all communication.

Furthermore, here at EBCam, we are keen to ensure that anyone can access advice if they want or need to. We have developed a very competitive fee structure to achieve this, and welcome conversations to help people understand their current position, future aims and how these can be achieved.

Finally, at EBCam, we have an advising team of four people; two are women. This is unusual in financial services but, with this in mind, we know that we can change the conversation.

We need to talk about money...

Sources

[Fidelity Report - The Financial Power of Women](#)

[Scottish Widows - Women in Retirement Report](#)