Women are reshaping the future of financial advice

By Sarah Love, CFP® FPSA® TEP director of the Private Client Trust Fiduciary Team.

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For much of its history, financial services has been viewed as a male-dominated profession. Today, however, that picture is changing. Across wealth management, fiduciary planning and financial advice, more women are entering the industry, pursuing specialist qualifications and taking on leadership positions. In doing so, they are helping to redefine what exceptional client service looks like.

Sarah Love, CFP® FPSA® TEP, Director of the Private Client Trust Fiduciary Team, says, "It's a privilege to be part of a business that has been recognised as a Top Gender Empowered Company. The recognition reflects the calibre of women across our organisation and the contribution they make every day through their expertise, professionalism and commitment to clients."

Love believes creating an environment where women are encouraged to develop professionally and pursue leadership opportunities ultimately benefits both employees and clients. Nowhere is this more evident than in fiduciary planning, where conversations often extend far beyond financial products. "Fiduciary planning is ultimately about people," she explains. "We spend much of our time discussing family dynamics, succession, vulnerability, loss and some of the most important decisions our clients will ever make."

While technical expertise remains fundamental, Love says successful advisers also need to communicate clearly, listen carefully, and build lasting trust. “Many clients appreciate having advisers who take the time to understand their circumstances and concerns before offering solutions. While I don’t believe good advice is determined by gender, I do believe our team brings a high degree of empathy, collaboration and genuine care to client relationships.”

The profession itself has evolved significantly over the past decade. Love says it is very encouraging to see more women pursuing respected specialist designations such as CFP®, FPSA and TEP, creating a more diverse and representative profession than when she began her career. However, she believes attracting women into financial services is only the first step. “Organisations also need to create pathways for women to progress into leadership positions and specialist technical roles,” she says. “Mentorship, professional development, and visible role models remain important if we want to retain talent and build sustainable careers.”

At the same time, the needs of female clients are also changing. Increasingly, women are taking direct responsibility for managing family wealth through successful careers, entrepreneurship, inheritance or changing personal circumstances such as divorce. Rather than delegating financial decisions, many want to understand how investment structures, trusts and estate planning strategies work, so they can make informed decisions with confidence.

“I find that many female clients want to be actively involved in financial decision-making and have a clear understanding of how structures, investments and estate-planning strategies work,” says Love. “They are looking for advice that is tailored to their specific goals and circumstances rather than a one-size-fits-all approach.” She adds that women’s generally longer life expectancy and the reality that many take on caregiving responsibilities make retirement planning, wealth preservation and succession planning particularly important.

For young women considering a career in financial services, Love’s advice is refreshingly practical. “My advice would be to focus on building strong technical foundations while never losing sight of the fact that this is ultimately a people-centred profession,” she says. “Keep learning, build trust through honesty and follow-through, pay attention to detail, and support those around you.”

As the profession continues to change, it’s becoming increasingly clear that the future of financial advice will be shaped not only by technical expertise, but also by the ability to build meaningful relationships, understand clients’ lives, and guide them through life’s most important decisions. For a growing number of women in financial services, that combination of knowledge and empathy is proving to be one of the profession’s greatest strengths.