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## FOR IMMEDIATE RELEASE

### **Lassus Wherley receives the Women's Choice Award® as highly recommended Financial Advisor by Women for Women**

New Providence, NJ (September, 2015) - As the leading advocate for female consumers, WomenCertified Inc. is pleased to announce that Lassus Wherley has received the Women's Choice Award for Financial Advisors and Firms based on rigorous research, 17 objective criteria and additional points of reference that obtain feedback regarding the advisor's service and practices.

The Women's Choice Award is the only recognition program for well-qualified advisors who are committed to the women's market and serving their female clients. Achieving this award reaffirms the commitment Lassus Wherley has to extraordinary service in addressing the financial needs of women and their families. "We applaud WomenCertified for providing women access to quality financial advice", said Diahann W. Lassus, CFP®, CPA/PFS, President and Co-founder of Lassus Wherley.

WomenCertified, originator of the Women's Choice Award, was created by Delia Passi, the leading advocate for female consumers and former group publisher of Working Woman and Working Mother magazines. Delia has created the Women's Choice Award for Financial Advisors in an effort to help women identify those advisors who are committed to providing quality service. The award allows this outstanding group of advisors to showcase their commitment to the women's market, while giving potential clients a starting point for entrusting their finances to an advisor.

Recent studies indicate the following in regards to women and their finances:

- Only 35 percent of women use a professional financial advisor, most (79 percent) doing so for retirement investment recommendations.\*\*

- In the US, Women control about \$11.2 trillion of the nation's investable assets (39% of the country's estimated \$28.6 trillion of investable assets). Nearly half of that, is managed solely by women.\*\*\*
- Fewer than two in 10 women feel "very prepared" to make wise financial decisions. Half indicate that they "need some help," and one-third feel that they "need a lot of help."\*\*\*\*

As the financial industry wakes up to the fact that a great majority of the female population are seeking advisors they can trust and greatly value financial security, WomenCertified Inc. has created the solution. This powerful, national initiative distinguishes advisors who support female consumers in their quest for financial education.

### **ABOUT LASSUS WHERLEY**

Lassus Wherley was founded in 1985 by Diahann W. Lassus, CFP®, CPA/PFS and Clare E. Wherley, CPA, CFP®. We have two offices to serve our clients, one in New Providence, NJ, and the other in Bonita Springs, FL. Lassus Wherley is a Fee-Only wealth management firm with expertise in financial planning, investment management, tax preparation, trust services, and family office support. We work with individuals, couples, families, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities. Using a team approach that we have developed over more than 30 years, we have helped hundreds of clients build secure financial futures and achieve peace of mind. Lassus Wherley is a nationally certified Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC) and a member of the National Association of Personal Financial Advisors (NAPFA), the nation's leading organization dedicated to the advancement of Fee-Only comprehensive financial planning. The Lassus Wherley web site is [www.lassuswherley.com](http://www.lassuswherley.com).

### **ABOUT WOMEN'S CHOICE AWARD**

The Women's Choice Award Financial Advisor Program is based on 17 objective criteria associated with providing quality service to women clients such as credentials, experience and a favorable regulatory history, among other factors. Financial advisors do not pay a fee to be considered or placed on the final list of Women's Choice Award® Financial Advisors, though they may have paid a fee to participate in the Women's Choice Award Financial Advisor Marketing Program. WomenCertified Inc., home to the Women's Choice Award, awards businesses, brands and services based on high recommendation ratings by female consumers. The Women's Choice Award represents the collective voice of women so they can help each other identify businesses that deserve their loyalty and referrals. To learn more, visit [www.womenschoiceaward.com](http://www.womenschoiceaward.com).

\*\* 14th Annual Transamerica Retirement Survey of Workers (2014)

\*\*\*Source: Harnessing the Power of the Purse, by the Center for Talent Innovation 2014

\*\*\*\*Source: Financial Experience & Behaviors Among Women, 2010–2011 Prudential Research Study (article breaking it down here).