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FINANCIAL LEADERS

Beacon Wealth Advisory Shining a Light on Female Retirement

Inspiring women to navigate their financial paths with confidence

Jenna Cairns, Owner and Financial Advisor at Beacon Wealth Advisory LLC, is out to change a troubling statistic: Less than one in four women (24%) have a financial strategy for retirement in the form of a written plan.[1] This is concerning, not only because women typically outlive men by 5-6 years[2] and often spend a longer time in nursing homes.[3] "Women can be impacted deeply, both emotionally and financially, after losing a spouse, and it can take a while to recover," said Cairns.

More than half of women (57%) feel they don't have enough income to save for retirement, and only 19% are "very confident" they will be able to fully retire with a comfortable lifestyle.[1]

Helping Clients' Money Go the Distance

Cairns has a passion for helping women. As a result, Beacon has attracted a large list of female clients. "Many women like to work with women," Cairns noted. "We listen, don't talk down to them, and understand the unique challenges women face in retirement."

Her grandmother spent many years in a nursing home with Alzheimer's Disease, which affected her greatly financially late in life. Cairns is determined to help as many women as possible avoid outliving their money in retirement.

Giving Everyone the Chance of Financial Success

To help all clients begin the journey to financial freedom, "we don't have a minimum net worth requirement," Cairns said. "We have compassion for every situation: never-married, divorced, widowed, full-time family caregiver. There is no judgement here; we are truly here to help."

While some women are overwhelmed by the idea of managing their own finances, Cairns has found most of her female clients are actually natural-born investors. "Compared to men, by and large, women are more comfortable investing for the long term, focusing on goals vs. performance," she noted. "With the guidance of a trusted financial advisor, women quickly embrace their natural resilience and goal-setting abilities."

Five Reasons People Choose Beacon

1. They are an independent fiduciary.
2. The firm provides holistic financial planning. Retirement income planning, Medicare, Long-Term Care and Asset-Based Long-Term Care insurance, insurance planning and legacy and funeral planning are offered through our affiliated insurance company, Beacon Wealth Services, Inc.[4]
3. Cairns has a lot of experience in the financial services industry. She has had her insurance business, through Beacon Wealth Services, since 2009, and her investment business with Beacon Wealthy Advisory since 2017.
4. Cairns is registered to provide investment advice and is licensed in insurance; she can work with a variety of money managers and different insurance companies, which gives her the ability to provide her clients with more strategies and a very comprehensive plan.
5. It's her goal to serve her clients with excellence, and focus on building long-term relationships by offering ongoing reviews, along with cutting edge financial education.

Most importantly, the Beacon staff has a strong commitment to customer service.

Jenna Cairns and Beacon Wealth Advisory Team

[1] "23 Facts About Women's Retirement Outlook...and 12 Steps to Improve It," Select Findings from the 23rd Annual Transamerica Retirement Survey, Transamerica Center for Retirement Studies®, November 2023

[2] "Why Women Live Longer Than Men," Scientific American, April 1, 2015

[3] "Long-Term Care Statistics: A Portrait of Americans in Assisted Living, Nursing Homes, and Skilled Nursing Facilities," aplaceformom.com, updated September 13, 2023

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[4] *Advisory services offered through Beacon Wealth Advisory LLC,, an Investment Advisor in the State of KS. Insurance products and services offered through Beacon Wealth Services Inc. Beacon Wealth Advisory and Beacon Wealth Services are affiliated companies.*