



03.24.26 | CONQUER THE GAPS

Conquer the Gaps: A New Initiative from Grimes & Company

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Our mission at Grimes & Company has always been to provide financial peace of mind to our clients. Historically, we have delivered on this via disciplined financial guidance, investment management, and an unparalleled overall client experience.

And yet, looking around (and within, via our own employees), there are additional opportunities to encourage financial peace of mind that cannot be ignored. Consider all the following:

1. By 2030, it is estimated that women will control nearly \$34 trillion in investable assets as part of the Great Wealth Transfer (source: McKinsey, 2025).
2. One study found 94% of women believe they will be solely responsible for their finances at some point in their lives (whether due to added longevity, relationship status, etc) (source: Bank of America, 2022).
3. On the flipside, the wage gap between men and women remains a reality. In 2026, women working full-time still earn about *82 cents* for every \$1 men earn (source: Payscale, 2026).
4. Additionally, there exists a secondary wave of “gaps” that women continue to navigate in the wake of the wage gap – either psychologically, to their bottom line, or both.

These competing facts are not meant to be at odds with one another, but rather illustrate that *now* is the critical time for women investors across all life stages to take control and actively steer their financial lives.

We may not be able to reconcile or close the gaps between present and future, but we *can* put our expertise to work to help navigate the obstacles that can prevent women from reaching their true financial potential. It’s not about just *mind*ing these gaps that stand between women and achieving their financial goals – it’s about *conquer*ing them.

INTRODUCING CONQUER THE GAPS.

Starting today and throughout the rest of 2026, we will be developing a content-based curriculum meant to inform, educate, and inspire women to conquer the gaps in their financial lives. We will be tapping into the deep knowledge and vast expertise of our team of financial advisors to bring these topics to life via original articles, videos, infographics, webinars and live events.

Later this week, we will launch the first of four quarterly themes within this program: **The Confidence Gap**. This will tackle myths around women's confidence and financial health and literacy, provide resources for broaching important conversations and pathways for making critical financial decisions. We encourage you to stay tuned for more information and content here on our website, as well as our social channels and [YouTube channel](#), as we will be pushing new resources live on a weekly basis.

We are launching this initiative here in March, a month focused on celebrating Women's History. And yet, we also believe that healthy, productive dialogue around women's financial security and independence should not be limited to dates on a calendar. Instead, our aim is to create an ongoing platform to inform, educate, and inspire women regardless of current life stage or financial standing.

By first acknowledging the various gaps that exist for women investors, we can take the first step toward conquering them and build an empowered financial future, together.

IMPORTANT DISCLOSURES:

Please remember that past performance is no guarantee of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, investment strategy, or product (including the investments and/or investment strategies recommended or undertaken by Grimes & Company Wealth Management, LLC (d/b/a Grimes & Company), or any non-investment related content, made reference to directly or indirectly in this blog will be profitable, equal any corresponding indicated historical performance level(s), be suitable for your portfolio or individual situation, or prove successful. Due to various factors, including changing market conditions and/or applicable laws, the content may no longer be reflective of current opinions or positions. Moreover, you should not assume that any discussion or information contained in this blog serves as the receipt of, or as a substitute for, personalized investment advice from Grimes. To the extent that a reader has any questions regarding the applicability of any specific issue discussed above to his/her individual situation, he/she is encouraged to consult with the professional advisor of his/her choosing. No amount of prior experience or success should be construed that a certain level of results or satisfaction will be achieved if Grimes is engaged, or continues to be engaged, to provide investment advisory services. Grimes is neither a law firm nor a certified public accounting firm and no portion of the blog content should be construed as legal or accounting advice. A copy of the Grimes' current written disclosure Brochure discussing our advisory services and fees is available for review upon request or at <https://www.grimesco.com/form-crs-adv/>. Please Note: Grimes does not make any representations or warranties as to the accuracy, timeliness, suitability, completeness, or relevance of any information prepared by any unaffiliated third party, whether linked to Grimes' web site or blog or incorporated herein, and takes no responsibility for any such content. All such information is provided solely for convenience purposes only and all users thereof should be guided accordingly. Please Remember: If you are a Grimes client, please contact Grimes, in writing, if there are any changes in your personal/financial situation or investment objectives for the purpose of reviewing/evaluating/revising our previous recommendations and/or services, or if you would like to impose, add, or to modify any reasonable restrictions to our investment advisory services. Unless, and until, you notify us, in writing, to the contrary, we shall continue to provide services as we do currently. Please Also Remember to advise us if you have not been receiving account statements (at least quarterly) from the account custodian./