




Grey Divorce


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Qualified Mediator, Collaborative Financial Professional

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Background




- Angela has more than 15 years of professional business experience in a family owned business in the automotive industry.
- In 2005, Angela took a huge leap of faith and left the automotive world for the unfamiliar world of independent Mortgage lending.
- The financial crisis of 2008 changed the way the financial industry worked and made it clear to Angela that mortgage lending was not fun anymore.
- In 2010 Angela wrote her Mutual Fund license and full Life Insurance exams & joined Investors Group and found her passion is to help clients with their Financial Plan,



Why a Certified Divorce Financial Analyst

- In early 2011, Angela came across an article about a successful certified divorce financial analyst in the States and how she really made a difference in people's lives.
- Angela knew she had made some poor financial decisions when she went through her own divorce, despite her business sense. After doing some research, Angela found that CDFA is a recognized designation in Canada.
- In 2011 received designation as a CDFA.






Collaborative Law Financial Professional

- In the spring of 2013 Angela enrolled in the Collaborative Family Law training for the Financial Professional (neutral) and successfully completed the training.
- Angela is now a member of the Association of Collaborative Family Law Professionals of Nova Scotia. The collaborative process involves a team approach that is vastly different than traditional divorce process.
- The collaborative team involves two lawyers, one financial professional and one family professional



Qualified Mediator


- After four years working as a CDFA and a Financial Neutral in the Collaborative law process Angela took the next step and became a Mediator.
- In 2014 Angela took the required Mediation/ADR and interest based Negotiation training.
- In 2015 Angela took Transformative Mediation Angela believes that when possible mediation is the key to resolving disputes between two or more parties with the goal of open dialogue and sharing of all information.
- Angela received her Qualified Mediator designation in 2016 and opened up her on practise March 1,2016 Mercier Mediation and Financial Services



Question?



Can you tell me what explains this sequence ?

8 5 4 9 1 7 6 3 2





Answer

- They are in alphabetical order:
- **Eight** , **Five**, **Four**, **Nine**, **One**, **Seven**, **Six**, **Three**, **two**
- Remember that there is more than one way to solve a problem



Divorce is not an Exclusive Club

- Divorce affects all demographics
- **Oklahoma Oilman's Billion-Dollar Divorce Harold Hamm to Pay One of the biggest divorce settlements in history**
- Guess what his second ex wife did for a living?






Facts about Grey Divorce are:

- According to Statistic Canada, divorce in Canada is on the rise and the highest rate of increase is divorce between couples aged 50 and older, and with over 25 years of marriage creating the term '**Grey Divorce**'. The divorce rate among adults 50 and older doubled between 1990 and 2008
- These separations are happening all over the world, in Japan they call it 'Retired husband syndrome' and in Europe 'silver separations'. Regardless of the moniker, this is a **reality** that isn't slowing down.






- The trend is often personified in the news media by celebrity couples such as Maria Shriver and Arnold Schwarzenegger,
- Al and Tipper Gore and Mel Gibson and his former wife of 31 years, who split the couple's \$850 million fortune
- There is no simple explanation. The baby boomer generation is the first generation with a significant number expected to live 100+ years.



What is happening to this demographic

- According to the Statistic Canada Census in 2011, the number of centenarians in Canada was up 25.7% since 2006. Compared to past generations, this generation is healthier and as a result have different ideas of what retirement life is or will be.
- Experts say the main reasons for divorce later in life are the same as most divorces, including lack of communication and support, **financial disagreements**, differing lifestyle expectations, goals and simply growing apart.

As a CDFA you know: finances impact Divorce

- Divorce is difficult at any age but the financial ramifications of divorce at the age of 50 or older are significant.
- many people are misinformed about the financial implications of divorce. We may have the ability to Google everything but the abundance of information on the web can be extremely confusing, even for professionals.
- Even worse than confusion about the legal technicalities of divorce, is the emotional strain arising from the end of a 20 or 30 year union. Some feel ashamed and never reach out to the right professional

What does your CDFA Practice look like today?

- How many of your clients are over 50
- Has it increased, decreases or stayed the same over the past year?
- What are you doing to increase your business?
- Do you have a website?
- What is your "SEO" (Search Engine Optimization)




Are you marketing yourself to the right groups

- If you are doing the same thing over and over and expect different results STOP!!
- Are you marketing yourself to lawyers, accountants other professionals?
- How are you marketing them?
- Think outside the BOX. How do you use social media
- What can you do to stand out?






How do you stand out from the Competition

- What does your end product look like?
- Are you separating yourself from the Competition? Do you know who your completion really is?
- Why is that important?




Where do you find your clients

- Referrals
- Facebook, LinkedIn, Google Plus etc....
- Lunch and Learns
- Workshops



What should be your next step?

- Have you written a business plan for your CDFA business?
- Does it include specific goals that can be evaluated?
- What are your Goals? Have they changed since the business plan was written?
- Does it make sense?
- Do you need to get more training?



Our Industry is constantly changing

- Our industry is changing constantly, the general public are doing thousands of searches every day about "divorce".
- Many Canadians are looking for their own experts are you going to be on their radar?



Thank- You

· I look forward to talking more about this with you soon . . . coffee anyone?