

Debra Taylor Receives the Women's Choice Award® for Providing Exemplary Financial Services to Women

Franklin Lakes, NJ- WomenCertified Inc., home of the Women's Choice Award identifies Financial Advisors and Firms based on rigorous research focused on 17 points of objective criteria, in addition to references of validation from the advisor's peers and/or superiors. As such, it is an honor to announce that Debra Taylor has earned the Women's Choice Award, demonstrating a strong commitment to providing exemplary services for female clientele.

The Women's Choice Award is the only recognition program, identifying well-qualified advisors and firms who understand and appreciate the importance of women's financial power in today's economy by providing the necessary services and experiences to assist her through the life stages. Achieving this award reaffirms the commitment Debra Taylor has to extraordinary service in addressing the financial needs of women and their families.

We believe that helping support women on their road to financial security is truly a win-win for all. In fact, while people know that women control more money than men, and that women are also the financial decision makers of the household, according to a Bank of America [study](#), women are investing 40% less than men. A [study](#) by FINRA Investor Education Foundation and GWU found that only 34% of women feel confident in making investment decisions. This leaves a lot of opportunity for advisors to work with women clients.

"I am beyond thrilled to win this award for the 10th straight year! We work hard at serving all of our clients, especially our women clients, and it is an honor to be recognized year after year for our work ethic," says Debra.

Delia Passi, founder of the Women's Choice Award says, "Women value financial security and yet they struggle with whom they can trust with their finances. Our goal is to simplify her life, and with the Women's Choice Award, women and couples have a starting point they can trust. We also take pride in helping advisors and firms who have gone above and beyond to provide a superior experience to their female clientele. We applaud these advisors and the efforts they put forth to provide women with the service and financial education that they deserve."

As the leading advocate for female consumers and former group publisher of *Working Woman* and *Working Mother* magazines, Passi 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.

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ABOUT FIRM/ADVISOR

Taylor Financial Group, LLC (TFG) is an independent wealth management firm located in Franklin Lakes, NJ that specializes in serving affluent women and their families, high net worth families, and small business owners. We have more than twenty years of experience in wealth management and use our diverse tax and legal background to provide objective, comprehensive, and unique financial solutions to all our clients.

ABOUT WOMEN'S CHOICE AWARD

The Women's Choice Award Financial Advisor program was created by WomenCertified Inc. The 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. Listing in this publication and/or award is not a guarantee of future investment success. This recognition should not be construed as an endorsement of the advisor by any client.