



# WOMEN OF THE GOLDEN ROCK

## AND THE FEMINIZATION OF WEALTH

At the summit of Mt Kyaiktiyo in Myanmar lies the Golden Rock, a large boulder adorned with gold leaf. This Boulder seems to defy gravity as it teeters on the edge, appearing to be on the verge of rolling down the mountainside.

For over 2,500 years, the Golden Rock on Mt. Kyaiktiyo has held significant importance as one of Myanmar's most sacred destinations.

However, an age-old tradition has prevented women from approaching the rock, depriving women of its blessings. Only men could visit and place the offerings on the rock itself.

The modern-day practice prohibiting women's from accessing the Golden Rock contradicts our global society's shift with the "Feminization of Wealth". This paradox forms the inspiration of our **Women of the Golden Rock** program provided to our clients – to ensure that women in our network have access to resources that secure and enhance their wealth.

### What is the Feminization of Wealth?

The "Feminization of Wealth" refers to the profound shift in wealth control towards women, driven by several megatrends. Women are poised to control a staggering **\$30 trillion by 2030<sup>1</sup>**, nearly equal to the annual U.S. GDP.

Women's rising economic power, from increased education levels, career advancement, growing entrepreneurship, and investment, fuels their wealth accumulation. Trends like delayed marriages, financial independence post-marriage, and more single women homeowners further contribute to this seismic shift.

Another part of this massive wealth transfer to women is also driven by their **longer life expectancies**. On average, wives tend to outlive their husbands by nearly 6 years. As a result, when husbands pass away, the couple's assets are transferred to the surviving wife. Consequently, women

*Women are poised to control **\$30 trillion by 2030<sup>1</sup>**, nearly equal to the annual U.S. GDP, and here's why:*



**Increased Education Levels**



**Single Homeowners**



**Career Advancement**



**Financial Independence**



**Growing Entrepreneurship**



**Investments**



**Longer Life Expectancy**



increasingly take on a more prominent Matriarchal role in managing and overseeing their family's wealth and financial affairs.

The "Feminization of Wealth" is rapidly reshaping the financial landscape. Just as the Golden Rock's profound cultural importance has spanned millennia, many financial institutions have long operated under traditions that inadequately served and empowered women investors.

However, this rapidly changes as economic influence shifts toward women, increasing their social, political, and economic impact.

## More About Our Mission

Our firm recognizes this seminal moment and introduces the "Women of the Golden Rock" program, with the initiative to celebrate and support women as they claim their well-deserved place within the financial world.

Women of the Golden Rock is a program that provides **guidance, education, and personalized strategies** to help women take ownership of the responsibilities greater wealth brings them.

The feminization of wealth catalyzes this positive change. Guided by wisdom and courage, we are redefining antiquated financial norms to create more **inclusive, prosperous legacies** for future generations.

## Contact Us



(858) 964-0500



[www.dunham.com](http://www.dunham.com)



[bdteam@dunham.com](mailto:bdteam@dunham.com)

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