



FOR IMMEDIATE RELEASE

James E. Dy, CFP®, ChFC®, CIMA®, AIF®, AAMS®, AWMA® Has Earned the 2024 Women's Choice Award® for Providing Exemplary Financial Services to Women

Bedminster, NJ – January 2024 – James E. Dy has **earned the 2024 Women's Choice Award**, demonstrating a strong commitment to providing exemplary services for female clientele. WomenCertified Inc., home of the Women's Choice Award, identifies Financial Advisors based on rigorous research focused on 17 points of objective criteria, extensive background checks and references of validation from the advisor's peers and/or superiors.

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 different life stages. Achieving this award reaffirms the commitment James E. Dy has to extraordinary service in addressing the financial needs of women and their families. Two important areas that concern women are being prepared for retirement and the effects caregiving responsibilities has on her finances.

A recent Fidelity Investments® Study: *Women Tapping Into Their Financial Superpowers to Gain Ground with Their Money* shows 48% of women don't feel knowledgeable about how to invest their savings so they are prepared for retirement. According to a **Fidelity Women and Investing Study**, two-thirds (67%) of women are investing outside their retirement accounts and emergency funds at earlier ages but 70% of women admitted they need more education on investing and 77% agreed that having an advisor would help them feel more confident about their financial future.

Almost half of the women in the Fidelity Investments® Study (44%) are caregivers to children, family etc, and shared that their caregiving responsibility impacts their finances with 1 in 4 (27%) saying they are not able to save as much in their savings and 22% are not able to save as much for retirement.

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 to find advisors 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 James E. Dy and the efforts they put forth to provide women with the service and financial education that they want, need and deserve."

As a 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

James E. Dy, CFP®, ChFC®, CIMA®, AIF®, AAMS®, AWMA® is a Partner at Main Street Wealth Management, LLC, a boutique wealth management firm based in Bedminster, NJ. He and his firm specialize in helping successful physicians, executives and entrepreneurs in the key areas of: estate conservation, retirement planning, investment and risk management, and business succession. James' team utilizes a unique process in order to understand their clients' financial objectives - before creating a customized approach to helping them work toward achieving their desired goals and objectives. For more information, please visit their website at: www.MSWealth.com.

ABOUT WOMEN'S CHOICE AWARD

The Women's Choice Award Financial Advisor 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. Financial advisors do not pay a fee to be considered or placed on the final list of Women's Choice Award® Financial Advisors, though they may have paid a fee to participate in the Women's Choice Award Financial Advisor Marketing Program. WomenCertified Inc., home to the Women's Choice Award, awards businesses, brands and services based on high recommendation ratings by female consumers. The Women's Choice Award represents the collective voice of women so they can help each other identify businesses that deserve their loyalty and referrals. To learn more, visit www.womenschoiceaward.com.