

Northbrook Star

Northbrook financial advisor keeps women financially fit



"I felt that women were grossly underserved, so I wanted to create a forum for those who want to become more secure and take control of their financial future," said Dan Fisher, founder of Financially Fit Women. (Jackie Pilosoph, Pioneer Press)

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Dan Fisher has always believed in staying physically fit. To him, that means taking Pilates classes, running 5K races and a marathon, and practicing martial arts.

Now, Fisher is carrying his physical discipline over to his business. The financial advisor and owner of Northbrook-based Fisher Financial Group recently launched a new division of his company called Financially Fit Women, which specializes in coaching, educating and empowering women to understand their investments and long-term goals.

"I took a look at my practice and found out that two thirds of my clients are professional women, mostly single, divorced or widowed," said Fisher, a Roosevelt University graduate, who started his firm 32 years ago. "I felt that women were grossly underserved, so I wanted to create a forum for those who want to become more secure, take control of their financial future, and make a positive change in their lives."

Financially Fit Women hosts educational workshops, seminars and wine tastings where women can not only learn, but also network and socialize.

"Women are very social, and our events are more relaxed and less intimidating," said Fisher. "They can enjoy themselves and become educated at the same time."

According to Fisher, statistics show that 40 percent of women over the age of 65 are widows, compared to just 13 percent of men. Also, more than 25 percent of people married 20 years or longer get divorced.

"Women need more retirement income, but they usually have less," he said. "They are hit with a double whammy. They've historically made 76 percent of what men make, so they are underpaid, and the second whammy is that they are going to live longer than men by at least five years. They have to make sure they don't outlive their income."

Fisher said that in his three decades of experience, he has found that when it comes to investing, women are more patient than men and more willing to accept that money isn't made over night.

"They're more into taking their time, and realize that good, solid investments are wiser than trying to make a quick buck," he said.

Anna Mae Byrne of Wadsworth has been a client of Fisher for several years.

"I got laid off a few years ago and I had to make some financial changes," said Byrne, who is 70 years old and single. "Together, we went over the options I had and what would be best for me. He never forced me one way or the other. He provided me information so I could make the best decision possible."

"He is trustworthy and really out to help people more than just make money," said client Agnes Brassfield.

Financially Fit Women is holding its next event, "Taking Control: Financial Strategies for Women," on March 19 and on March 24. Both events will be held at Francesca's North in Northbrook at 6 p.m. The workshops are free, and include a complimentary dinner.

"We will be discussing strategies that you can implement immediately to take control of your financial life," said Fisher. "We aim to help people develop the confidence and knowledge to make critical decisions that will affect their financial well-being in the future."

"He's always had my best interest at heart," Byrne said. "He's quite fair and honest."

To learn more about Financially Fit Women or Fisher Financial Group, visit fisherfinancialgroupllc.com or call (847) 205-9300.

Jackie Pilossoph is a freelance reporter for Pioneer Press.