

What Is Your Financial Personality?

Optimal financial planning starts with getting to know and better understand who you are from the perspective of how you respond to personal financial issues and matters. Simply put, this means determining your “Financial Personality”. The survey below was created by Allianz as part of their “Women, Money, and Power” study. Please note, each of the five financial personality types described in the survey can achieve successful financial planning results. The most important item discovered by completing the survey is getting a better understanding of your “financial self”. Understanding how you respond to money and financial matters will better facilitate successful planning results. A big part of successful planning starts with knowing my clients’ “Financial Personality”. Hope you have fun with the survey and have an opportunity to better understanding your “financial self”.

Pat Baxter, Financial & Investment Advisor, REAP Legacy, Inc.

Using the following scale how much do you agree or disagree with the following statements?

Strongly agree 5 points	Somewhat agree 4 points	Neutral 3 points	Somewhat disagree 2 points	Strongly disagree 1 point		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
I feel I am confident when it comes to managing money and investing.						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
I feel I have adequately planned for retirement savings/security.						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
I feel I am educated when it comes to managing money and investing.						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
I feel I have sufficient knowledge about money and investing, and I am very involved in the management of my long-term savings and investments.						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
I feel I am clear about my financial goals and my plans to achieve them.						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
I feel I am highly responsible and take initiative when it comes to money and investing.						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
It is very important to me that I always have a complete understanding of my household financial situation.						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
When in a relationship, I like to collaborate with my partner in financial decisions.						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____ points	
Total points		Financial personality			Total points	
35-40		Financial initiator				
27-34		Financial analyzer				
20-26		Financial collaborator				
14-19		Financial avoider				
8-13		Financial dreamer				

The emerging roles of financially empowered women

Thank you for completing the financial personality worksheet. Now that you have a better understanding of your unique financial personality, you can become more in tune with your behaviors as they relate to money and finances. This knowledge will position you to take the next step of working with a financial professional, and will help you assume control of your financial future.

When interpreting your results, please keep in mind that you are the best judge of the accuracy of a personality description that reflects your financial behavior. If your point score falls toward the end of a range of points for a particular financial personality, and you feel that behavioral description does not accurately portray you, read the personality description that follows it to determine if it's a better fit.

Financial initiator

You're self-assured, empowered, and optimistic in most of your endeavors. Specifically, you're extremely sophisticated in your financial knowledge and confident in your ability to make independent, informed financial decisions. You're quite clear about your financial goals and typically know how to achieve them. You take the initiative to work with a financial professional you feel has the necessary industry experience and expertise to provide you exceptional guidance.

Financial analyzer

You have a good understanding of household finances and take initiative in thoroughly researching investment opportunities and tracking financial results. You're a comparison shopper, an avid saver, and rarely purchase something you can't afford. Your behavior is reflective of an analytical and disciplined approach to making decisions. Chances are you've worked with a financial professional in the past. However, when selecting a financial professional, it's important to you to work with someone who includes you and collaborates with you.

Financial collaborator

You're extremely balanced in your life. When in a relationship, you're healthy, happy, and cooperative. You provide your family financial comfort and stability. You are confident in your ability to understand and resolve financial issues. However, you prefer not to be the primary decision-maker. Even though you may not always choose to be in the forefront, you and your partner share equally in all financial decisions and actions, including working with a financial professional.

Financial avoider

You're concerned about your current finances and your financial future. However, you don't feel confident enough in your financial knowledge to make informed, independent decisions to resolve your financial problems. You often feel overwhelmed by all the choices and potential solutions available to you. You know that you would benefit by seeking the help of a financial professional. You just have trouble taking the first step.

Financial dreamer

You haven't had a confident history with money. In fact, you may not have had the opportunity to be responsible for your own money and investing in the past, and as a result may feel intimidated when it comes to managing your own finances. Because you lack experience and knowledge, you may feel helpless and hope that someone else will "take care of you." In fact, if you're in a relationship, you usually defer all financial matters to your partner. You have the most to gain by consulting with a financial professional with whom you feel comfortable and whom you can trust.