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## WOMEN IN FINANCIAL SERVICES

Launched in September 2017 with corporate offices in Santa Barbara, CA., The W Source helps female professionals grow their businesses by establishing networking groups of 20-25 professionals in local areas and offering proprietary tools and ...

Feb. 08, 2018

**Advisor Group**, a network of independent financial advisory firms, has partnered with **The W Source**, a nationwide networking organization for female professionals. The partnership will entail robust marketing and promotional support for The W Source, with the goal of driving awareness and support for the advancement of female advisors across the financial services industry.

Launched in September 2017 with corporate offices in Santa Barbara, CA., The W Source helps female professionals grow their businesses by establishing networking groups of 20-25 professionals in local areas and offering proprietary tools and resources, marketing support and dedicated sales coaches that assist them in running their local chapters. Members include financial advisors, CPAs, attorneys and risk management specialists. The W Source™ currently has 12 operating chapters and hopes to expand into 150 markets nationwide by the end of 2018, with marketing and advertising support from Advisor Group.

“Providing actionable solutions that can have an immediate and significant impact on the growth and success of our female advisors is a key commitment for us. Our Women Forward program’s focus on education and mentorship is a great example of that,” said Valerie Brown, Executive Chairman of Advisor Group. “When we learned about The W Source, we knew it was a perfect complement to our existing programs. By providing playbooks, coaching support and more, the W Source is a unique program designed to make it easy for women advisors to establish their own local professional networking groups.”

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engaged, and eager to help grow female-centric businesses,” said Hannah Buschbom, co-founder of The W Source. “As our network continues to cultivate new opportunities and we bring on board influential industry partners, I am hopeful and excited to watch the direct impact we can make on women’s professional growth nationwide.”

Advisory • Firm Management

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