

# Financial Strategies for Women Building Their Business and Their Wealth

No two women take the same path to entrepreneurship and that's exactly the point. Whether you're 25 or 65, just launching a business or preparing to exit one, your financial journey is shaped by your business goals, family responsibilities and personal aspirations. **This guide is designed to meet you where you are, recognizing that women can be in any stage of business at any age.**

From starting a side hustle while raising young children to scaling a company while caring for aging parents, your wealth planning strategy should reflect your life not just your ledger. With thoughtful planning and the right support, your business can be a powerful engine for financial independence, legacy building and personal fulfillment.

## Key Takeaways

- **Age is not a limiter.** Women can be in any business stage—starting, growing, maturing or exiting and at any age. Your wealth planning must reflect this flexibility.
- **Life and business are intertwined.** Your financial strategy should reflect the full picture—business goals, family dynamics, caregiving responsibilities and personal health all influence wealth-building decisions at every stage.
- **Business as a wealth engine.** Your business is more than a career it's a platform for building long-term financial security, flexibility and generational wealth.
- **Milestone-based planning.** Each stage includes specific financial, investment and estate planning goals tailored to your business and life context.
- **Support systems matter.** A trusted network of advisors, mentors and financial professionals is essential to navigating complexity and sustaining success.

**Explore this guide as we break down actionable steps to align your financial strategy with your personal and professional goals.**

## In this guide we explore:

### Introduction

Empowering Women to Build Wealth with Purpose

### Stage 1: Getting Started

Building Your Foundation: Wealth Strategies for Early Entrepreneurs

### Stage 2: Growing

Scaling with Purpose: Financial Planning for Growth and Impact

### Stage 3: Maturing

Leading with Vision: Aligning Wealth with Values and Legacy

### Stage 4: Exiting

Transitioning with Confidence: Designing Your Next Chapter

### Take the Next Step

Your Journey, Your Wealth, Your Way

# Stage 1: Getting Starting

## Building Your Foundation: Wealth Strategies for Early Entrepreneurs



Early entrepreneurship often begins with exploring side hustles, testing ideas or transitioning from a corporate role into a passion-driven venture. Whether you're scaling a side project, launching a consulting business or making a later-career pivot, establishing a strong financial foundation is key. Strategic wealth planning at this stage empowers entrepreneurs to navigate uncertainty, leverage their experience and build toward long-term success.

This stage is not necessarily defined by age, but by the intersection of ambition and life responsibilities. Whether you're 28 or 48, if you're starting something new while managing caregiving, debt or early financial milestones, your wealth strategy must reflect that reality.

### Wealth Planning Focus: Strategic Planning for the First Steps of Entrepreneurship

This is the time to build a strong financial foundation by aligning your business goals with a personalized wealth strategy while balancing daily life.

Age	Wealth Planning Focus
Age 20–30	<ul style="list-style-type: none"><li>• Build emergency fund</li><li>• Start retirement savings (Roth IRA, SEP IRA)</li><li>• Separate personal/business finances</li><li>• Basic estate planning (will, guardianship, powers of attorney for health and finances)</li><li>• Budgeting and debt management</li></ul>
Age 30–40	<ul style="list-style-type: none"><li>• Increase insurance coverage (life, disability)</li><li>• Begin college savings (529 plans)</li><li>• Explore tax strategies with CPA</li><li>• Invest in business infrastructure</li><li>• Retirement planning with business income (Solo 401(k), SEP IRA)</li></ul>
Age 40–50	<ul style="list-style-type: none"><li>• Long-term care planning for parents or yourself</li><li>• Estate planning updates – Are you interested in a Revocable Trust or Irrevocable Trust</li><li>• Business credit and financing</li><li>• Diversify personal investments to reach financial independence</li></ul>
Age 50+	<ul style="list-style-type: none"><li>• Maximize retirement savings including catch-up retirement contributions</li><li>• Healthcare and insurance review</li><li>• Succession planning from the start</li><li>• Income stream diversification</li><li>• Legacy and charitable planning</li><li>• Exploring dreams and passions</li></ul>

### Stage 1: Getting Started Essential Insights

- **Entrepreneurship can begin at any age.** Wealth planning should evolve alongside your business and life stage.
- **Early financial foundations matter.** From building emergency savings and separating business/personal finances to starting retirement contributions.
- **Life transitions like starting a family, buying a home or caregiving.** Changes in your life like these can significantly influence financial priorities and planning needs.
- **Insurance, estate planning and tax strategies.** These essentials become increasingly important as responsibilities grow.
- **Investing in your business and yourself.** Through infrastructure, credit and diversified income you lay the groundwork for long-term financial independence and legacy building.

## Stage 2: Growing

### Scaling with Purpose: Financial Planning for Growth and Impact



Entrepreneurs entering a growth phase often focus on refining their business model, hiring their first team members and expanding market reach. Whether optimizing systems for profitability or mentoring the next generation, financial planning becomes essential for scaling with intention. Leveraging an established brand and operational momentum, this stage is about aligning growth with impact ensuring that expansion is both strategic and sustainable.

As women scale their businesses, their life context continues to shape financial priorities. Growth often coincides with increased family responsibilities, evolving caregiving roles and a desire for greater time freedom and long-term security. These realities influence how entrepreneurs approach wealth planning regardless of age or business size.

#### Wealth Planning Focus: Navigating Growth with Life in Mind

As your business enters a growth phase, it's essential to align expansion with long-term financial goals. This is the time to focus on smart planning, strategic investments and building a trusted team to guide your next move.

Age	Wealth Planning Focus
Age 20–30	<ul style="list-style-type: none"><li>• Business budgeting and forecasting</li><li>• Retirement contributions (Solo 401(k), SEP IRA)</li><li>• Financial literacy and mentorship</li><li>• Insurance for business and family</li><li>• Tax-efficient reinvestment strategies</li></ul>
Age 30–40	<ul style="list-style-type: none"><li>• College savings and education planning</li><li>• Business valuation and growth strategy</li><li>• Tax planning and entity structure review</li><li>• Investment portfolio diversification to reach financial independence</li><li>• Build advisory team (CPA, financial advisor, attorney)</li></ul>
Age 40–50	<ul style="list-style-type: none"><li>• Succession planning conversations</li><li>• Real estate and passive income investments</li><li>• Advanced estate planning - Are you interested in a Revocable Trust or Irrevocable Trust</li><li>• Long-term care insurance</li><li>• Business continuity planning</li></ul>
Age 50+	<ul style="list-style-type: none"><li>• Exit strategy development</li><li>• Retirement income planning</li><li>• Charitable giving and legacy building</li><li>• Business sale tax implications</li><li>• Lifestyle alignment with financial goals</li></ul>

#### Stage 2: Growing Essential Business Insights

- **Growth brings complexity.** As your business expands, so do your financial responsibilities from budgeting and forecasting to tax strategy and succession planning.
- **Your personal life evolves too.** Balancing family, caregiving and health requires a financial strategy that adapts to your changing needs.
- **Strategic planning is key.** Building an advisory team, diversifying investments and preparing for future transitions ensures your business supports long-term wealth and lifestyle goals.
- **Legacy starts now.** Whether mentoring others or planning your exit, the decisions you make today shape your impact tomorrow.

## Stage 3: Maturing

### Leading with Vision: Aligning Wealth with Values and Legacy



As a business reaches maturity, the focus often shifts from growth to sustainability, leadership development and long-term impact. Entrepreneurs in this stage may begin stepping back from day-to-day operations, preparing for succession or aligning their wealth strategy with personal values and legacy goals.

This stage is about more than maintaining business stability it's a time to clarify your vision and ensure your financial decisions reflect the life you've built. For many women, this stage overlaps with evolving caregiving roles, increased attention to personal health and a growing desire for time freedom and purpose-driven living. These life contexts play a critical role in shaping how wealth is managed, transferred and used to create lasting impact.

#### Wealth Planning Focus: Designing a Legacy While Living with Purpose

This is the moment to fine-tune your succession plan, strengthen your wealth transfer strategy and make intentional financial choices that honor both your accomplishments and the legacy you want to leave behind.

Age	Wealth Planning Focus
Age 30–40	<ul style="list-style-type: none"><li>• Maximize retirement contributions</li><li>• Diversify income streams</li><li>• Begin succession planning</li><li>• Update estate documents</li><li>• Explore donor-advised funds for a charitable giving legacy</li></ul>
Age 40–50	<ul style="list-style-type: none"><li>• Business valuation and exit options</li><li>• Advanced tax planning</li><li>• Charitable and legacy planning</li><li>• Health and wellness prioritization</li><li>• Time freedom and lifestyle design</li></ul>
Age 50–60	<ul style="list-style-type: none"><li>• Finalize succession plan</li><li>• Retirement income strategy</li><li>• Estate and wealth transfer planning</li><li>• Philanthropy and impact investing</li><li>• Consulting or mentoring opportunities</li></ul>
Age 60+	<ul style="list-style-type: none"><li>• Drawdown strategy for retirement accounts</li><li>• Healthcare and insurance optimization</li><li>• Legacy preservation</li><li>• Lifestyle funding (travel, hobbies)</li><li>• Continued financial education and engagement</li></ul>

#### Stage 3: Maturing Essential Insights

- **Leadership and legacy go hand in hand.** As your business matures, succession planning and leadership development become essential to sustaining impact.
- **Your wealth strategy should reflect your values.** From charitable giving to estate planning, this stage is about aligning financial decisions with personal purpose.
- **Health, time and lifestyle matter.** Prioritizing wellness, time freedom, and meaningful pursuits is key to designing a fulfilling next chapter.
- **Transition with intention.** Whether stepping back or preparing for a full exit, strategic planning ensures your business continues to serve your goals and your legacy.

## Stage 4: Exiting

### Transitioning with Confidence: Designing Your Next Chapter



Exiting a business is not just a conclusion it's a transformation. Whether you're preparing for a sale, transitioning leadership or stepping into retirement, this stage is about securing the future for yourself, your family and your legacy.

For many women, this phase can coincide with significant life transitions: caregiving intensifies, health considerations become more prominent and personal fulfillment takes center stage. These life contexts shape how wealth is preserved, transferred and used to support the next chapter whether that includes travel, philanthropy, mentoring or simply more time freedom.

#### Wealth Planning Focus: Preserving Wealth, Purpose and Peace of Mind

Now is the time to exit with clarity and confidence. Use this stage to finalize your legacy, align your wealth with your values and design a life that reflects the impact you've made—and the freedom you've earned.

Age	Wealth Planning Focus
Age 40–50	<ul style="list-style-type: none"><li>• Business sale preparation</li><li>• Tax implications of exit</li><li>• Reinvestment strategy</li><li>• Estate and legacy updates</li><li>• Lifestyle planning post-exit</li></ul>
Age 50–60	<ul style="list-style-type: none"><li>• Retirement income drawdown</li><li>• Healthcare and insurance review</li><li>• Charitable giving and legacy planning</li><li>• Downsizing or relocation</li><li>• Passion projects and consulting</li></ul>
Age 60-70	<ul style="list-style-type: none"><li>• Wealth transfer strategies</li><li>• Estate finalization</li><li>• Lifestyle funding and travel</li><li>• Continued mentorship or board service</li><li>• Financial simplification and consolidation</li></ul>
Age 70+	<ul style="list-style-type: none"><li>• Final estate planning</li><li>• Charitable legacy</li><li>• Family financial education</li><li>• End-of-life planning</li><li>• Continued financial stewardship</li></ul>

#### Stage 4: Exiting Essential Insights

- **Exiting is a beginning, not just an end.** Whether you're preparing for a sale, transitioning leadership or stepping into retirement, this stage is about securing the future for yourself, your family and your legacy.
- **Your wealth strategy should evolve with your life.** From income drawdown and healthcare planning to charitable giving and lifestyle design, your financial plan should reflect your next chapter.
- **Legacy is intentional.** Finalizing estate plans, educating the next generation and continuing to mentor or give back ensures your values live on beyond your business.
- **Simplification brings clarity.** As you transition out of day-to-day operations, consolidating finances and focusing on what matters most can bring peace of mind and renewed purpose.



# Take the next step

## Your Journey, Your Wealth, Your Way



No matter where you are on your entrepreneurial path; just starting out, scaling with confidence, planning your legacy, or preparing to exit your financial strategy should reflect the full richness of your life. As a woman business owner, your goals are multifaceted: building wealth, supporting your family, creating impact and living with purpose.

This guide is designed to meet you at every stage, offering insights and strategies that evolve with your business and your life. From foundational planning to legacy preservation, your business can be a powerful engine for financial independence and fulfillment.

You don't have to navigate this journey alone. With the right guidance and a trusted team of advisors, you can build a wealth plan that supports your ambitions today and secures your vision for tomorrow.

### Ready to take the next step in your wealth journey?

Your journey to building wealth is uniquely yours—but you don't have to navigate it alone. Whether you're just starting out or preparing to exit a thriving business, a trusted advisor can help you align your financial strategy with your life goals.

At Comerica, we understand that your business and personal aspirations are deeply connected. That's why we're here to help you build a personalized strategy that reflects your values, supports your family and grows with your goals at every stage of your journey.

Ask an advisor today about aligning your business and personal financial strategies to meet your goals with clarity and confidence: [comerica.com/askanadvisor](https://comerica.com/askanadvisor)

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