



Jay Diamond Receives the Women's Choice Award® for Providing Exemplary Financial Services to Women

Shelton CT – January 2022

WomenCertified Inc., home of the Women's Choice Award identifies Financial Advisors and Firms based on rigorous research focused on 17 points of objective criteria, in addition to references of validation from the advisor's peers and/or superiors. As such, it is an honor to announce that Jay Diamond has earned the Women's Choice Award, demonstrating a strong commitment to providing exemplary services for female clientele.

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 the life stages. Achieving this award reaffirms the commitment Jay Diamond has to extraordinary service in addressing the financial needs of women and their families.

We believe that helping support women on their road to financial security is truly a win-win for all. In fact, while people know that women control more money than men, and that women are also the financial decision makers of the household, according to a Bank of America study, women are investing 40% less than men. A study by FINRA Investor Education Foundation and GWU found that only 34% of women feel confident in making investment decisions. This leaves a lot of opportunity for advisors to work with women clients.

"While I've had the honor of receiving this recognition for several years, this year's award is especially meaningful to me" said Mr. Diamond. "I am very grateful to be able to help our clients through the economic and emotional turmoil of the pandemic over the last two years, and very proud of my colleagues and our team for continuing to provide world class guidance and support to keep our clients moving toward achieving their long-term goals."

Delia Passi, founder of the Women's Choice Award added, "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 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 these advisors and the efforts they put forth to provide women with the service and financial education that they deserve."

As the 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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The Women's Choice Award® (WCA®) Financial Advisor program was created by WomenCertified Inc. Being listed is not an endorsement by them or their partners/affiliates and is no guarantee of future investment success. The award is based on 17 criteria: credentials, experience, regulatory history, etc. Advisors do not pay a fee to be considered or listed. WCA® Financial Advisors/Firms represent less than 1% of advisors in the U.S. As of December 31, 2021, of the 603 considered for the Women's Choice Award, 221 were named Women's Choice Award Financial Advisors/Firms.