

# NEWS

**For Immediate Release**

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**WOMEN  
ON TOP**  
Women, Wealth & Social Change



## **Women on Top: Women, Wealth & Social Change**

*Timely Book Helps Women Use the Power of Their Portfolio  
to Change the World*

Chapel Hill, N.C. (July 22, 2020) – [\*Women on Top: Women, Wealth & Social Change\*](#), the newest book by [Haleh Moddasser, CPA](#), Partner and Senior Advisor at [Stearns Financial Group](#) (available on Amazon.com), launches during a time of social and economic pain in the nation. As individuals contemplate fiscal, healthcare and social inequalities, Moddasser unwraps the logic for values-based investing as a means of helping women influence the changes they want to see in the world without sacrificing their own financial security.

Research for the book reveals that women do want their investment dollars to change the world. However, anecdotal experience, confirmed by various outside research sources, shows there is a significant gap between women’s motivations and their actions as it relates to putting their money where their mouth is. Moddasser aims to close that gap by introducing the role of ESG (environmental, social, and governance) investing.

“I’ve met exactly zero women who feel rich,” explains Moddasser. “The truth is, as a group, women today own most of the nation’s wealth – somewhere between

60 and 67 percent. This represents a \$20 trillion opportunity to influence change. Unfortunately, boomer women, who are the primary stewards of this wealth, aren't being educated about strategies for investing their assets in accordance with their values.”

Moddasser weaves together her own personal stories among insights gained from advising hundreds of women, into a well-researched narrative filled with case studies, interviews and statistics. In addition to walking readers through how best to implement values-based investing, Moddasser tackles the societal and emotional challenges impacting women and their relationship with money. She attempts to expose women to just how much power they really have and how they can use that power to do good, while continuing to do well for themselves and their families.

This book is an important read for people interested in using their investment strategy to make big changes in the world. It offers a fresh outlook and a healthy dose of hope. While socially responsible investing has been around for decades, the growing popularity of ESG is a relatively new way to throw the power of the purse behind issues investors care about. This is not a plea to give more money away or put one's financial future in jeopardy – it's a plea to use one's wealth to impact the real power brokers of our society – public companies.

“Now that the World Economic Forum, BlackRock, and other major financial players agree that ESG investing reduces portfolio risk; it's time for everyone to align their investing with their values. This new book is a fantastic how-to guide that empowers boomer women – those with the most economic power today – to invest in a world they want to live in,” said Andrew Behar, CEO of [As You Sow](#), a non-profit foundation that promotes corporate social responsibility through shareholder advocacy, coalition building, and legal strategies.

## **NOW IS THE TIME TO ACT**

- Boomer women have more wealth than any other generation of women in U.S. history.
- There is a growing hunger for social change in our nation, while at the same time, a growing dissatisfaction with the traditional methods of enacting change.
- Taking collective action is more accessible to the average investor than ever before as the demand for ESG factor investing is growing, making more options available at lower price points.

“I’m encouraged by the research I have shared in this book. We are making progress and the trends are pointing toward even more success over the next several years,” said Moddasser. “I truly believe ESG investing holds the promise of a more direct route to change in our world and I’m committed to doing what I can to spread the word.” Moddasser hopes her book will serve as a conversation starter for women as they begin to understand the tremendous power, they have to impact the causes they care about.

Moddasser recently spoke with fellow financial advisor, book author and podcast host, Lynn S. Evans about the value of an ESG dual mandate investment strategy. Listen to their complete conversation on the [Power of the Purse, for additional information about ESG](#). According to Evans, her podcast, and book with the same name, are intended to help women become more informed throughout “all stages in life where some smarts about money is very key to success.”

## **ABOUT THE AUTHOR AND STEARNS FINANCIAL GROUP**

Haleh Moddasser, CPA, is partner and senior financial advisor at Stearns Financial Group, a fee-only investment management firm with offices in Chapel Hill and Greensboro, North Carolina. Moddasser has extensive experience in the area of women and finance, helping women navigate divorce with the goal of achieving financial security. She has published widely on the topic of women and financial independence and has been interviewed by national media such as Barron's Forbes, Financial Advisor and AARP. Her first book, [Gray Divorce, Silver Linings: A Woman's Guide to Divorce After 50](#), was the first in a series of field guides published by Stearns Financial. Visit [www.StearnsFinancial.com](http://www.StearnsFinancial.com) to learn more.

Haleh Moddasser is available for speaking engagements and media interviews. She is passionate about helping women navigate the waters of finance and impact investing. To request a confidential conversation or receive a copy of the book, please contact [KarenEmbry@ImpactCommunications.org](mailto:KarenEmbry@ImpactCommunications.org).

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