



WEALTH FOR LIFE SPONSORED BY TIAA

Please participate in a brief one question survey on behalf of our advertiser.

CLICK TO BEGIN

POWERED BY VIZU

SAFE & ANONYMOUS

INVESTING

THE INVESTING HABITS OF WEALTHY BLACKS

By Stacey Tisdale+ | March 7, 2016



(Image: File)

It is critical for blacks to take a 360 degree view of the complexities taking place in our community's finances.

Black households earning \$200,000 or more are among the fastest growing groups in the U.S. This is rarely addressed in discussions about black wealth, as the media and politicians focus so much attention on the bottom of the wealth gap, that they fail to highlight the strides that so many blacks are making.

[Related: Black Unemployment Rate Nearly Cut in Half Under Obama Administration]

There is no intention to minimize the need for solutions to socioeconomic issues, but we can also learn a lot from the behavior of blacks who have found ways to build wealth.

A study by Credit Suisse Research and **The Heller School for Social Policy and Management at Brandeis University** found that the top 5% of African Americans, those with a median net worth of \$739,000 or more, have a more conservative approach than their white counterparts; owning less in stocks and bonds, and more in CD's savings bonds, and life insurance. The study also found a higher level of investment in real estate outside of the primary home, 41% of non-financial assets, versus just 22% for whites in the same income bracket.

SOCIALIZE

SIGN UP

SUBSCRIBE WITH BLACK ENTERPRISE GO

WEALTH FOR LIFE VIDEOS



ADVERTISEMENT

“This more conservative approach of the top 5% of African Americans to investing is understandable when looking at the constrained social mobility trends of the African American population and lower levels of overall economic security,” study researchers say.

“Owning land is what many of our forefathers experienced as a way to gain wealth. Also, the black community understands homeownership,” says **Shelly-Ann Eweka, a certified financial planner with TIAA.**

“We should focus on portfolio diversification for wealth building. This is not to say that real estate and entrepreneurship do not produce great wealth for individuals. You want to make sure that you are well-diversified when deciding on how to invest your assets to meet your financial goals,” she adds.

Eweka and others also emphasize the importance of working with a financial planner so that you can determine a productive asset mix that allows you to sleep at night.

RELATED ITEMS [BLACK HOUSEHOLD WEALTH](#) [BLACK MONEY MATTERS](#) [BLACKS AND MONEY](#) [BOND MARKET](#) [BRANDEIS UNIVERSITY](#) [CDS](#) [CREDIT SUISSE](#) [INVESTING](#) [NIELSEN](#) [REAL ESTATE](#) [STOCK MARKET](#) [THE HELLER SCHOOL FOR SOCIAL POLICY AND MANAGEMENT](#) [TIAA](#) [WEALTH FOR LIFE](#) [WEALTH GAP](#)



WEALTHFORLIFE TWEETS

#wealthforlife

Kevin L. Matthews II Retweeted
Stacey Tisdale @STisdale1
How Your Attitude About Race Affects Your Wallet - blackenterprise.com/money/how-your-... #wealthforlife #behavioralfinance #money #blackmoneymatters #debt

03 Mar

Embed

View on Twitter

ADVERTISEMENT



BLACK ENTERPRISE

MONEY

TAGS

- CAREER ADVANCEMENT
- WOMEN PROFESSIONALS
- YOUNG PROFESSIONALS TECHNOLOGY
- ENTREPRENEURSHIP
- WOMEN OF POWER
- ENTERTAINMENT INDUSTRY
- BARACK OBAMA
- CAREER DEVELOPMENT LEADERSHIP
- SOCIAL MEDIA EMPLOYMENT
- SMALL BUSINESS EDUCATION
- BENIGHTSOCIETY-EDUCATION

LATEST POSTS

- #PLEDGEFORPARTY: INTERNATIONAL WOMEN'S DAY LAUNCHES WITH EMPOWERMENT AND ADVOCACY
- POLITICO QUESTIONS MOTIVES OF TECH COMPANIES' DONATIONS FOR DIVERSITY
- THE BLACK ELITE: A LOOK INSIDE BLACK AMERICA'S WIDENING WEALTH GAP
- HOW TO APPLY FOR FINANCIAL AID WITHOUT THE STRESS
- MICHAEL ROBINSON ON SUCCESS AFTER THE NFL AND THE VALUE OF GIVING BACK TO HIS COMMUNITY