







# How to value financial advice

**In recent times the importance of expert financial advice has become greater than ever, as people seek reassurance that their pensions, investments and protection plans are being professionally looked after during uncertain times.**

Good financial outcomes are obviously important, but these can only be measured over the long term and are just one way of assessing the value that advice can provide.

The real value in taking advice is about the whole journey of financial planning so that you are provided with a consistent, valued and trusted experience; with regular reviews and adapting to changes when needed. Financial and emotional outcomes play their part in unison.

**The benefits of working with an adviser**  
Some of the benefits may not be immediately obvious, such as:

- Understanding your circumstances by listening, and helping you to identify and achieve your goals – no two clients will have the same requirements
- Making complex matters easy to understand – a seemingly straightforward financial goal could involve numerous decisions as well as having to choose from a range of different products and providers
- Ongoing support and guidance – regular reviews and contact can set your mind at rest and prevent you from making knee-jerk decisions at the wrong time
- Saving you time – doing your own research can be very time-consuming and would you know where to start?
- Giving you peace of mind – by knowing that your finances are in expert hands and that any change in your

circumstances can be discussed with someone who knows you personally

- Getting financial outcomes that matter to you – working with you over the long term.

**Here for you**  
In uncertain times, you can't be assured that we're here to support you with all your financial planning needs.

If you would like any advice or information on any of the areas highlighted in this newsletter, please get in touch.



## FCA outlines plans to get people investing

**The Financial Conduct Authority (FCA) has launched a new strategy to give consumers the confidence to invest, safe in the knowledge they are supported by a high-quality advice market - and to help them do so safely, with should lead to fewer people being scammed investing in products that are not right for their needs.**

As part of the strategy the FCA is launching an awareness campaign targeting those who may have been

for the first time during the pandemic, often into cryptocurrency, mainly for the thrill of investing rather than for long-term savings goals or alignment to their needs.

The FCA is also concerned about the high numbers of people who could benefit from investment earnings but are missing out by holding money in cash. Nearly 8.6 million people currently hold more than £10,000 of investible assets in cash. By 2025, the FCA intends to reduce by 20% the number of consumers who could benefit from investment earnings but

are currently missing out. In addition, it intends to reduce the money consumers lose to investment scams (£570m in 2020-21, tripled since 2018).

Sarah Pritchard, FCA Director of Markets said, "We want to give consumers greater confidence to invest and to help them do so safely, understanding the level of risk. The package of measures we have announced today are intended to support that – we want people to have greater confidence to invest."

**The value of investments and income from them may go down. You may not get back the original amount invested.**

It is important to take professional advice before making any decision relating to your personal finances.

Information within this document is based on our current understanding and can be subject to change without notice and the accuracy and completeness of the information cannot be guaranteed. It does not provide individual tailored investment advice and is for guidance only.

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All details correct at time of writing (March 2022).