

# LOWERING THE BARRIERS TO YOUR FINANCIAL FUTURE

Financial planning is a well-used phrase, and we're sure that if you asked the population of Great Britain as to whether they thought it was a positive thing to do they would say yes. However, the amount of people who could benefit from financial planning but still don't take advantage of it is high.



Why is it that people don't undertake it when it could help them so much? The reasons for raising barriers against the idea of financial planning with an adviser are varied. Some people feel that they "don't have enough to make it worthwhile", whilst others, not understanding the value of the service, balk at the fees. You may feel that you are too busy right now to invest the time to create a plan and take the "I'll do it another time" approach. There also seems to be a stigma attached to financial planning that it is only accessible to those who have already accumulated wealth, whilst stories of rogue advisers and traders have given the industry a bad name.

*"We do not fear  
the unknown. We fear  
what we think we know  
about the unknown"*

TEAL SWAN



We really believe that great financial planning can change your life, so we have picked out a few of the barriers that we'd like to demystify for you:

MISUNDERSTANDING : Who would benefit from life planning?

HEAD IN THE SAND : Clarity

NOISE : Who do you Trust?

## MISUNDERSTANDING

Everyone is different. Everyone has different goals. If you have goals and objectives in your life, financial life planning is relevant and necessary, not a luxury. You may just be starting out, building up pots of savings for your long-term goals, starting a business or a family; or you may be enjoying a full family life, yet have the need to plan for schooling/ first car/ a wedding/ pay off a mortgage or you may be in the fortunate position of being financially secure and independent, enjoying your retirement, yet needing to plan for your family's succession. Major life events, such as career change, illness or death, divorce, unemployment and legal complications often trigger the need for extra planning, and although it is difficult to plan for the unexpected, having a trusted adviser by your side who can review your plan, make changes and act as a sounding board for key decisions is invaluable.

## CLARITY

Confronting your fears head on is scary. Taking the route of putting your dreams on hold, as you are unsure if they are achievable, protects you from potential disappointment now, but in the long run will leave you feeling unfulfilled. Planning gives you greater control over your situation and allows you to make decisions, confidently, based on facts rather than gut feel.

## NOISE

We are bombarded daily by the media – tabloids spinning stories to sell news, “experts” on Twitter offering their unsolicited advice, social media telling us who we should be, what we should like, where we should be holiday-ing and what we should be eating (this week!). Cutting through this, sitting down face to face with one of the team, will help you filter out the noise. We can't control or predict markets, they will move – go up and down – with or without us, but with a caring, unbiased adviser by your side, we can guide your plan making sure it reflects your goals and objectives, giving you clarity and perspective on your desired lifestyle.

One thing for certain is that without lowering these barriers and taking a look at where you are and what you have, you are unlikely to achieve your dreams. A review of your finances might show that you are already well placed to retire at a specific age, or (perhaps more likely) sitting down and analysing your finances will provide you with a strategy for making changes to your investments, tweaking your current/future spending or amending your dream to one that is slightly less grand but still fills you with excitement. Lowering the barriers, shedding light on your current situation and getting advice on how to best manage your finances will provide you with control over your finances and your future, and more importantly stop that nagging voice at the back of your head.

Whatever your current situation, it is absolutely always the case that getting on top of your finances sooner rather than later will bring you better results than if you leave them untouched. So, drop those barriers and seek advice at an early stage – it could be the best thing you've ever done for your finances, your future, your family and friends and, perhaps most important, your peace of mind!





## WE ASKED LIFE PLANNING CLIENT, TRACEY DI LORENZO HER THOUGHTS ON THE PLANNING PROCESS...

"The planning process was really helpful for me. I had absolutely no idea how much money I had available to spend on a yearly basis over the long term. It was good to be reassured that I could keep my standard of living the same, despite getting a divorce and putting my children through uni. It was also useful to know that I had more money than I thought I could use because you need less as you get older (sounds obvious now!). The whole process has given me peace of mind more than anything else. It also focusses you on your finances and what is realistically available for you to spend. There were some good ideas on life insurance, ISA investments and pension options open to me too.

I was expecting the planning to be thorough and it certainly was."



## MY THREE WORDS TO DESCRIBE THE LIFE PLANNING PROCESS:

Comprehensive

Thorough

Enlightening