

The value of advice

How a financial adviser can help you achieve your goals.

A financial adviser is your financial coach. He or she is there to guide and encourage you, but ultimately your financial fitness will depend on how much you buy into that partnership and how committed you are to your financial goals.

We all know we should exercise regularly and that it will help us keep our weight down and make us healthier – so why don't we?

It is usually because we lack discipline – it is easier to sit on the couch and just relax after a tough day in the office.

Now if we had a personal trainer arrive on our doorstep every day, we would probably find it that much easier to stick to an exercise programme.

A trainer would also be able to develop a personalised programme that suited our goals: to build muscle, we would have a more intensive weight-bearing programme; to lose weight, we would need more cardiovascular training. If we had weak areas, the trainer would recommend some exercises and avoid others so that we did not develop injuries.

A personal trainer for your financial well-being

A financial adviser is effectively a personal trainer for your financial well-being. We know we need to have a financial plan that includes paying off debt, saving, investing and risk cover, but when are we ever going to get around to creating and implementing the plan?

A financial adviser can help set up a financial to meet your goals without taking risks that you can't afford, or maybe by taking more risks (training a bit harder) to reach those goals.

If you are tempted to dip into your savings to buy a new car, your financial adviser is there to remind you of the impact of impulsive purchases on your long-term goals. And when the markets move up and down, your financial adviser will remind you of why you made your investment decisions so that you stay focused on your long-term plan rather than getting caught up in the emotions of newspaper headlines.

The real cost of DIY financial planning

Nowadays there are many options for DIY finances and it can often cut fees, but at what cost?

For example, if you experienced a trauma and needed to claim on your disability cover, would you really want to try to claim through a website from your hospital bed? Or if you die, do you want your family to be worrying about getting your finances in order?

A good financial adviser will step in and deal with the paperwork - this is what they are trained to do.

Call your financial adviser today and get financially fit!

If you don't have a financial adviser, call us on 0860 456 789 – we will help you to find one.

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