



Your route to different types of financial advice.

Like many other people, you may decide it's time to take stock of your life – and your finances. After all, your financial well being plays a part in nearly everything you do, or look forward to doing in the future.

Whether you're looking for the best pension plan, mortgage, investment scheme or life assurance policy, the most suitable product for you is almost certainly out there.

However, with a pool of over 30,000* financial products on the market, tracking down the right one can be a time-consuming and costly experience.

But with the help of an independent financial adviser (IFA), it need not be.

Only an IFA can give you totally unbiased, expert advice and access to the widest range of financial products.

Initially, however, it may be worth distinguishing between the different sources of financial products and information available.

Execution-only

Some organisations, including many direct, telephone-based companies, will provide you with a limited choice of financial products, but will not offer any advice at all. It's entirely up to you to determine whether their products are suitable – if you decide to buy, they 'execute' your decision.

But beware. An unsuitable fund – or a poor performing company – can more than cancel out any money saved from a product's 'low' charges.

Tied Advice

People who represent a single organisation, such as many banks and building societies, are called tied advisers or company representatives.

They are only able to offer advice on a limited selection of products. Therefore, they cannot advise you on whether these products are more suitable for you than those available elsewhere.

Independent financial advice

One way to make sure you receive unbiased advice on the full spectrum of financial products and providers is to contact an independent financial adviser.

In one respect IFAs are tied, but not to the products of a single company.

Rather, they are bound to the law, which obliges them to provide advice most suited to your personal requirements and when financial products are recommended they must take into account the benefits provided, charges, flexibility, service and financial strength.

So you can be sure, whether you decide to act on their advice or not, an IFA will approach the financial market from a unique perspective. Yours.