

For customers

# Advice Makes Sense

Building your financial future



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While money is a big part of our everyday lives, talking to an adviser about financial goals isn't necessarily something everyone considers.

Having goals will change the way you think about your finances and building a savings plan can make all the difference to your financial future. An adviser can help you identify your financial priorities and put together a plan to help you achieve them.

Whatever stage of life you're at and whatever challenges you might be facing, advice makes sense.

You could  
be looking to:



start a lifetime  
savings plan



save for  
a new home



plan for  
education



get help  
with tax



save for a comfortable  
retirement



combine  
pension pots



support children  
to buy homes



get help with receiving an inheritance



make the most of your retirement savings

Life can be unpredictable, and no matter what it throws at you an adviser can help guide you.

An adviser helps in three ways:



Tackling problems



Creating a plan



Dealing with challenges

Understanding your lifestyle, your requirements and your attitude to risk allows advisers to base their recommendations on your exact needs.

# Financial planning in action

Read our fictional case study to see how advice made sense for Janice and Fred.

Janice and Fred were referred to financial adviser John Surgenor by their accountant, who had just completed their wills and lasting power of attorney. Both in their early 60's they'd recently retired with local government pensions and had about £300,000 to invest for their (hopefully) long retirement.

Although Janice had received a referral from her accountant she wanted to contact another two local financial advisers as part of her selection process.

The other two financial advisers concentrated on how their wealth management process would achieve good investment returns for them in the future. But the plan prepared by John Surgenor helped illustrate what their financial future looked like. Despite paying a fixed fee for the plan, which made the costs initially more expensive, they knew they'd made the right decision.

According to Janice 'their advice stood out' and it quickly became obvious the firm were 'more interested in us as a couple and how we wanted to spend our retirement rather than concentrating purely on our money.' Janice also did her homework, checking out all three advisers on the Financial Conduct Authority register and even checked with the Chartered Insurance Institute to make sure the adviser she wanted to work with was chartered.

John Surgenor said:  
'I really enjoyed helping to tease out what was important to Janice and Fred and creating the financial forecasting to see how much it might cost. Janice had always wanted a "girl's trip" to Machu Picchu and suggested it might cost £3,000. By the end of our planning I demonstrated, using prudent assumptions, that not only could she spend £7,000 on the trip, but could repeat a similar luxury trip every two years until the age of 80.'



After the financial plan had been finalised, Janice remarked that the planning was a 'revelation'. Not only had she not realised how anxious she'd become about money in retirement, having a plan had brought her 'peace of mind'.

When Janice was in Peru she took the time to email John Surgenor with some fantastic photos of her trip. She also included a short note saying, 'having the most amazing time. Peru is exceeding expectations. Financial planning in action.'

## Next steps

Find out how advice can make sense for you now.

Find out all the ways an adviser can support you and help you meet your financial goals at [aegon.co.uk/build-your-future](https://aegon.co.uk/build-your-future)

If you don't have a financial adviser, you can visit [moneyhelper.org.uk/choosing-a-financial-adviser](https://moneyhelper.org.uk/choosing-a-financial-adviser) to find the right one for you.

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