

The logo for XYZ Financial Services is located in the top right corner. It consists of a solid yellow square. Inside the square, the letters 'X', 'Y', and 'Z' are written in a bold, black, sans-serif font, spaced out horizontally. Below the letters, the words 'FINANCIAL SERVICES' are written in a smaller, black, sans-serif font.

**X Y Z**  
FINANCIAL SERVICES

The background of the entire page is a long-exposure photograph of a desert road at night. The road is illuminated by light trails from vehicles, creating bright white streaks that curve through the dark, rocky landscape. The sky is filled with a dense field of stars, suggesting a clear night sky. The overall mood is one of a long, steady journey.

**The Advice Journey  
One Simple (And Safe)  
Step At A Time**

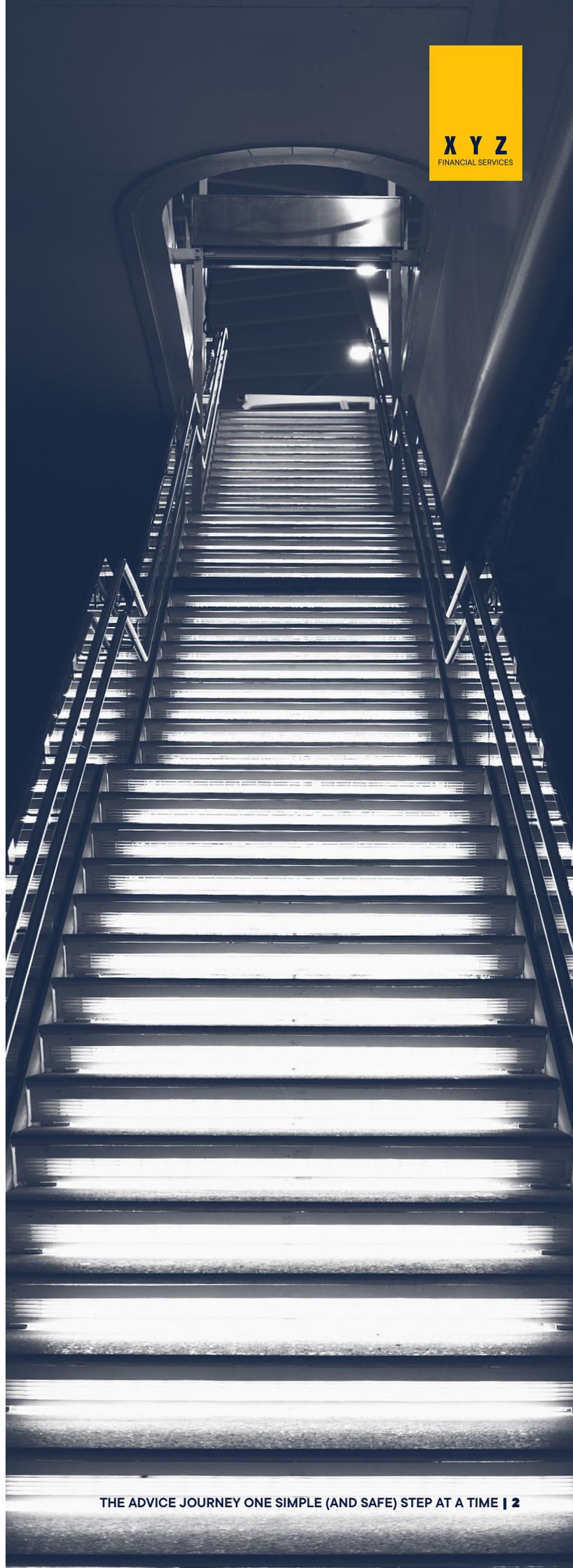
# The Advice Journey One Simple (And Safe) Step At A Time

At XYZ Financial Planning we realise that choosing an adviser can be a time consuming and slightly scary task. So we've tried to break down the advice journey into much smaller steps that you can take.

We've also tried to provide an indicative cost at each step.

Our aim is to show you how far you can go in discussions with our firm, before you're committed to any major costs; and as you'll see, you can go quite a long way and get quite a lot of help and advice before you need to commit completely to the remainder of the process.

Hopefully this takes out some of the stress in the early phases of seeking a suitable adviser for your circumstances.



## Step 1 - Identifying That You Might Benefit From Some Advice (The Initial Research)

On our website you'll find some really useful free tools that can speed up your initial research and get you looking in the right places for a suitable adviser.

We call it the **"Choosing The Right Adviser"** pack and it contains three useful tools. Just click on the link to access three free downloadable documents and to find out more information about how you can use each tool:

- **1/ The Insiders Guide To Finding The Right Financial Adviser (if you're the owner of a business)**
- **2/ Questions To Ask Prospective Advisers**
- **3/ The Adviser Scorecard**

**Your investment:** £0

## Step 2 - Free Financial Independence Calculator

One of the big questions that most clients want to know the answer to is “How much will I need to retire comfortably?”

Maybe you’ve already done some calculations around this number yourself and want to know if you’re in the ballpark. Or maybe you haven’t got a clue. In either case you might benefit from accessing our free calculator.

**Your investment:** £0

**Authors’ Note To Advisers:** [Here’s](#) an example Retirement Planning tool from abrdn - perhaps you could create your own version of something like this.

## Step 3 - Some Free Reading And Viewing

On our website you'll find a range of articles, blogs and videos we've created to provide some useful information to anyone considering hiring us as their adviser.

To save you some time, here is a recommended reading list that you might want to take a look at. Choose from any or all of these based on your own area of interest:

### Recommended Reading and Viewing List:

- [What's your number?](#)  
(for financial independence or retirement)
- [The top 5 things to get right as you approach retirement](#)
- [Client Story: Cathy and Duncan sell their family business \(video\)](#)
- [Investment fundamentals - our approach \(video\)](#)
- [Why financial planning for small business owners is different](#)

**Your investment:** £0

**Authors' Note To Advisers:** You can create these pieces of content targeting the issues that affect you and your target market.



## Step 4 - Free Initial Telephone Or Zoom Call With An Adviser

By now you're either getting to know us a little better and feeling like we might be contenders in your adviser search, or you've run for the hills.

If you've run for the hills that's ok, you've got to go with your gut on a decision like this.

However, if we're still in contention it's probably time for a conversation.

You can do that in whatever way works best for you:

- ↳ Telephone
- ↳ Zoom

You should allow 20 - 30 minutes for an initial conversation. It might not take that long depending on the complexity of your financial situation, but it's best to schedule a call of that length so it's not rushed.

During the call we can let you know if we deal with the issues you are concerned about or interested in. You can ask us some questions too.

At the end of the call we'll both be in a better position to decide if taking the next step feels warranted.

**Your investment:** £0

**Authors' Note To Advisers:** If you do book an initial meeting with your prospective client after this initial telephone call or Zoom, we recommend sending a Welcome Pack to the client confirming the basic details, signposting the next steps and including a personal video from the adviser. This helps create a personal connection before you meet formally.

Here's an example: [Welcome Pack](#)



## Step 5 - Initial Meeting

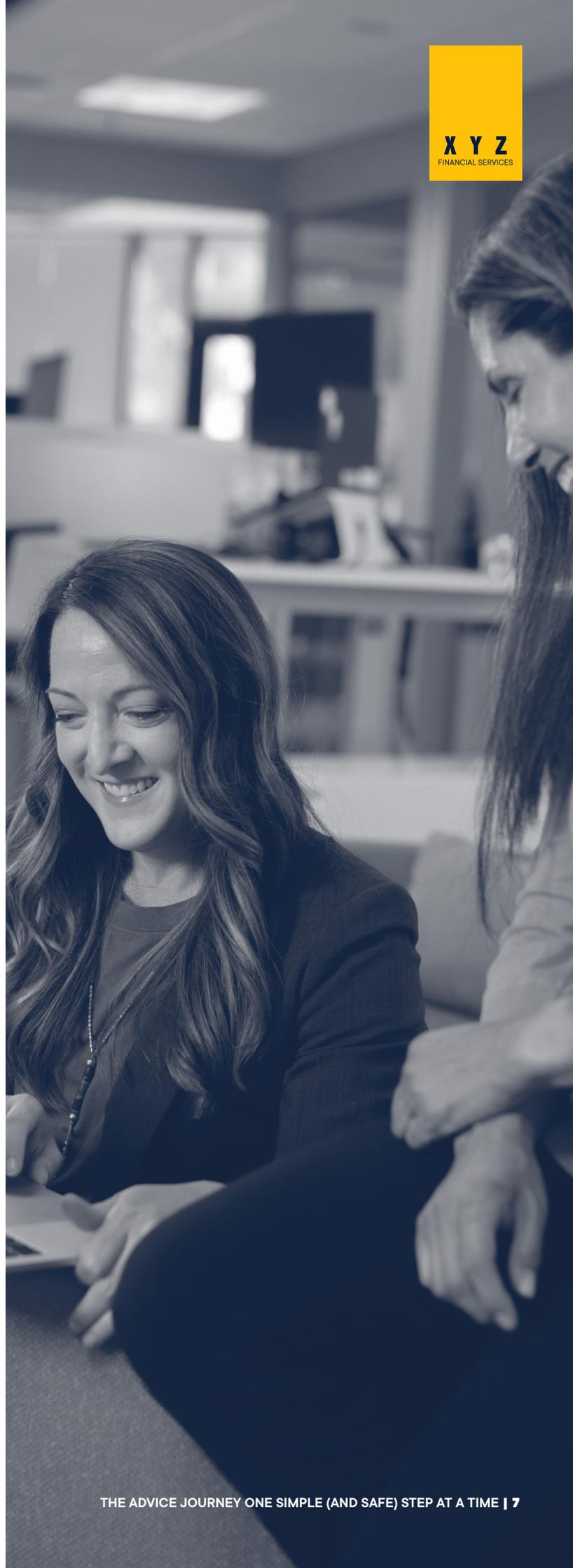
If we both believe that there is a basis for some initial advice, we would propose a more formal initial meeting. We can do that in whatever way works best for you:

- ✦ On Zoom
- ✦ In our offices

We'd schedule a time for that meeting and recommend that you allow 90 minutes.

There is some preparation required on your part and we'll send you an email with what information we'd like you to bring along.

**Your investment:** (this one's at our expense, because we want to be sure)



## Step 6 - Do You Want Us To Prepare Some Advice?

At the end of the initial meeting we will explain to you in simple language how we think we can help. Usually that is by providing some formal advice on your situation.

The initial advice usually requires us to do a little more research and information gathering. This is vital if you have any financial products (investments or pensions), as we need to understand the specific terms and conditions that apply before we make any recommendations. Most people agree with this approach and understand why we do things that way.

There will be a cost incurred to receive any formal advice.

**Your investment:** A fee, typically between £1,495 and £2,495.

We'll tell you exactly what your initial advice will cost at the end of the initial meeting once we know more about your specific circumstances. We work on a no surprises philosophy.

## Step 7 - Decision And Implementation

If you like the advice we've given and want us to implement it on your behalf we will do so.

**Your investment:** A flat fee quoted at the time based on the work involved, typically £1,995 for simpler cases, £4,995 for moderately complex cases and £9,995 for more complex work.

Other options at this stage are:

To implement the recommendations yourself (some people feel confident to do this, while others don't) or seek a second opinion from another adviser. Pause and reflect before making any decisions on a next step.



## Step 8 - Ongoing Advice

Your final decision is whether you want to retain us to provide ongoing advice to you year on year.

Why do most clients choose to retain us?

Because life is complex, the rules for many taxation and financial areas keep changing and the government moves the goalposts (via changes to legislation) on a regular basis.

Meeting with an adviser annually gives clients absolute peace of mind that someone has got their back, is monitoring the financial environment for changes and updates and keeping an eye on investment markets too. And in the event of a major legislation change or world event that affects you, we'll jump straight onto a call with you to let you know how best to react. In practice we might have even advised on some preemptive moves ahead of time.

You're paying us to give you confidence about your financial future.

**Your investment:** Typically 1% of any assets that we manage on your behalf, OR a flat fee quoted to you at the decision and implementation step (so you can decide on step 7 and step 8 with all the information you require).



## The Next Step Is Up To You

We're hoping you've found this step by step outline of the advice journey helpful. As you can see, there are plenty of steps you can take without incurring any major expenses.

If you'd like to discuss any of this information in more depth, have any questions, or you'd just like to chat about your own financial situation, you can contact us in any of the following ways:

Email: [info@xyzfinancial.co.uk](mailto:info@xyzfinancial.co.uk)  
Calendly link for telephone call  
Calendly link for Zoom call