

The benefits of an ongoing relationship with a financial adviser

When customers build a long-term relationship with a financial adviser, the benefits speak for themselves. Our research reveals that regular contact with an adviser gives customers an even bigger boost to their finances and emotional wellbeing.

The financial benefits of an ongoing relationship with a financial adviser¹



Speaking to an adviser multiple times over ten years gave customers, on average, nearly **50%** more in their pension savings than those who only took advice once.

Regular contact with an adviser gives customers a bigger wellbeing boost²

	Know adviser well	VS	Advised generally
 I feel more in control of my finances	81%		68%
 I feel financially secure and stable	75%		63%
 I feel prepared to cope with life shocks	52%		44%
 I feel confident about the future	50%		42%
 I feel anxious about my household finances	28%		32%



Customers who receive regular advice, or know their adviser well, are **2x** more likely to trust them to look after their money.

Long-term customers value advice more, and feel greater trust and satisfaction²



90% of customers in regular contact with their adviser say they're satisfied with their adviser's services.



These customers are **2x** as likely to agree that the emotional and financial benefits of advice outweigh the costs involved.



Find out more at adviser.royallondon.com/advicechangesthegame

¹ Source: ILC, What it's worth - Revisiting the value of financial advice, December 2019

² Source: Royal London customer research: Feeling the benefit of financial advice, September 2020