

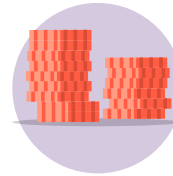
The financial and emotional benefits of professional advice

When it comes to delivering better outcomes for customers, we not only believe financial advice is game changing - we have the numbers to prove it.

The financial benefits of advice¹



Customers who took financial advice were on average **£47k** better off after 10 years.



They generally saw a **£31k** uplift to pension wealth and a **£16k** increase to other financial assets.

The emotional benefits of advice²

The top three emotional benefits of having an adviser



1 Feeling more confident in my financial plans



2 Feeling in control of my finances



3 Peace of mind



The top three qualities customers value, when it comes to their adviser

82%
Quality of advice and expertise



81%
Trustworthiness



81%
Communication style



How the key benefits are amplified by an ongoing relationship



Customers who talk to their adviser regularly are up to **50%** better off than those who only receive advice once.¹



Those who have an ongoing relationship with a financial adviser are up to **2x** more likely to feel the top emotional benefits.²



Find out more at adviser.royallondon.com/advicechangesthegame

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

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