

Key barriers and myths that stop customers from seeking financial advice

There can be confusion about what advisers do, and the value we add. Recent research shows six key barriers that can stop people seeking financial advice, along with a few common myths.¹



-  **47% think financial advice is too expensive¹**
But many customers have no idea what an adviser might charge - or how we might be paid.¹
-  **35% think they can look after their own money¹**
This might be true - but advised customers are, on average, **£47k** better off after 10 years.²
-  **29% don't trust advisers¹**
8 out of 10 advised customers rate trustworthiness as one of their adviser's top three qualities.³
-  **22% don't think they need financial advice¹**
Research shows **1.5 million** customers are more likely to seek advice when they find out more about what advisers do - and the value we can add.¹
-  **17% don't like talking about money¹**
Talking to an adviser is no different to asking a doctor or qualified tradesperson for help - we're simply financial experts.¹
-  **15% don't believe it's for someone like them¹**
By having an initial conversation, it's easier to see how advice can help with managing finances and saving for the future.¹



Busting the myths

The myth



45% of customers believe advisers are only interested in selling them something.¹

The reality

We have a legal responsibility to only recommend products that meet a customer's needs.

The myth



41% of customers think advisers only give advice on products that earn them commission.¹

The reality

We don't receive commission for recommendations on pensions, investments and retirement income products.

The myth



29% of customers think advisers can only provide guidance, not recommendations.¹

The reality

We get to know customers, find out what's important to them, and create personalised recommendations to help them reach their goals.

Source 1: Royal London customer research: Exploring the advice gap, April 2021.

Source 2: What it's worth – Revisiting the value of financial advice, December 2019.

Source 3: Royal London customer research: Feeling the benefit of financial advice, September 2020.