


CareersWanted

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Moving from adviser to planner – the difference that it can make!

First of all, what is the difference between a financial adviser and a financial planner? One definition of a financial adviser might be “someone who is qualified to give financial advice to clients on life assurance, pensions, investments, and other financial products”. A financial planner on the other hand could be defined as “a qualified professional who assists individuals and corporations to meet their long-term financial objectives by analysing their current position and creating a strategy to achieve these goals”.

The key difference seems to be the long-term nature of financial planning versus the transaction based approach of traditional financial advice. In many cases, therefore, making the change from financial adviser to financial planner will involve converting from a commission based approach to a fee based model.

In today's financial world it is clear that there is a market for both models and each can be performed in a successful and profitable manner.

For those traditional financial advisers who do wish to make the transition to a fee based financial planning model, the key factor in this decision will probably be that they want to be valued as a professional, and seen in the same light as accountants and solicitors. This is usually backed up by high level professional qualifications, such as the Certified Financial Planner license and should lead to better referrals from professional connections.

Under the new model, clients will be buying into the service rather than a particular product or scheme. As long as the firm has a competitive service in terms of price and delivery, then the client should continue paying fees. The financial planner is therefore being paid for advice being given, irrespective of whether a new financial product is recommended or not.

The financial planning model also helps to encourage long-term relationships and as a result of this gives the adviser a more stable income stream and ultimately, a more value business.



Managing Director
Justina Williams

Research Consultant
Caroline Anderson

e-volve consulting: a trusted service

Justina Williams has worked in Financial Services and Financial Services recruitment for over eight years. She set up e-volve in February 2004 to offer a high quality recruitment service to both the business and the individual.

Based in the heart of London's City, e-volve is very well connected and all new business partners are gained through referrals, networking and headhunting. Justina is the lead consultant responsible for managing relationships, and with two Certified Financial Planner licensees as co-directors of e-volve, there is a clear understanding of the financial planning profession. A team of qualified and experienced researchers assist Justina with finding the best people.

e-volve treat their clients as partners and their candidates as individuals. The business is designed to help financial planning practices get the best from their personnel and for financial planners to get the best from their careers. e-volve aims to build long-standing professional relationships, where they are seen as a trustworthy sounding board and the preferred choice.

If you are a financial planner or planning business and would like to find out how e-volve's services could help you, please visit:

www.e-volveconsulting.co.uk or contact Justina or Caroline on

T: 020 7643 2219

E: info@evolveconsulting.co.uk

A COMPLIMENTARY SERVICE AVAILABLE TO IFP MEMBERS ONLY - THE OPPORTUNITY TO POST DETAILS CONCERNING HELP OR CAREERS WANTED. FOR MORE INFORMATION CALL 02390 233 903

Paraplanner - Hertfordshire

We are an established IFA based in Bishops Stortford Hertfordshire. We are currently experiencing an ongoing period of expansion. As a result we are looking to recruit a highly motivated individual with an emphasis on maintaining our excellent level of client service.

It is essential to have a broad range of skills and excellent technical knowledge across a full range of life, pensions and investments products. Suitable candidates must be AFPC qualified. You will also be required to have a good understanding of compliance and show attention to detail. Please send your C.V and salary requirements to nicola@kmdfm.co.uk.

Available Shortly: Experienced Appointments Manager

Ideal Candidate Profile:

- A financial professional who wishes to increase their market share at minimum cost and with maximum potential earnings benefit.
- Has a crystal clear understanding of their own ideal client profile.

- Is willing and able to allocate one complete working day each fortnight or more frequently, to attending prearranged business meetings.
- The individual must be either CFP or working towards CFP qualifications or equivalent.
- A financial professional whose peer group consider that the individual is one with whom it is a pleasure to do business with.

Email: ifpjournal@financialplanning.org.uk quoting reference: AM/SUM06

IFA and Paraplanner - Manchester

We are a small Financial Planning practice looking to expand through joint ventures with accountancy firms and ongoing mergers. We require an ambitious and technically qualified IFA and Paraplanner to join our team, to develop a client bank of small to medium sized owner managed businesses and private clients.

Send CV to john@cameronchase.com or contact John on 07770 232985