

Amyr Rocha-Lima

Where we deal with intergenerational planning is really as a helping hand for our existing clients because they are quite nervous about the fact that gifting whilst alive might mean that their 18/19/25/30 year old spends that money frivolously and maybe that's not ideal. So what they want us to do really is start with an educational piece with their children which perhaps is even along the lines of explaining the employee benefits available to that person through their contract.

Caroline Miller -

You've got 3 different generations who have 3 different levels of provision, all very optimistic about what the future holds but to everybody's point actually needing very different things from a financial adviser. So the younger generation – 'educate me' – the X generation – 'actually reassure me that I'm making the right decisions' – and then the older generation 'actually I just need access to more information, more macro information that might impact me and my savings'.

Caroline Anstee -

It's an absolute must because you are dealing with a family office. You can't give advice to the parents or the grandparents without bringing that generation in. So sometimes its lead by client, I'd really like you to meet the children', 'yes great let's all get together'. At certain times, it depends what stage they are at in their life, usually once they're settled and particularly if you're talking about succession planning and all that sort of things it's absolutely vital.

James Roberts -

It's part of the existing client service, it's not that you're trying to protect your asset for the next generation. If you approach it from that point of view you're getting it all wrong right from the outset. It's just part and parcel of a really great service.

James Connor -

You should try and position yourself as like a home, an authority in the minds of children of clients to come to at key points in their lives: leaving university, getting onto the property ladder etc. But you don't want them to feel forced in any way to take that advice. That's why we've found that bringing younger advisers in our ranks into the relationship at that point actually works really really well.

Jeannie Boyle -

We've been able to do that by delivering the online services in conjunction with younger advisers who might have more in common with the kids but they access the services online which is where they expect to find them, which the older generation may not. So they're already buying into us as a firm as people who can deliver on their needs rather than just someone their parents deal with.

Helen Howcroft -

I find it also works when you're dealing with the parents as well, you've got your clients and their parents are entering that long term care area of their life and actually working on that side as well. It's not just the children we're dealing with it's actually the older generation as well.

Noel Butwell -

The conversations at a family level have started to increase, largely because people are living longer. That doesn't mean things don't happen, health issues, because people are living longer actually

involving the children who might be 32, these aren't little children, I think is definitely on the increase.

Chris Ball -

I'd look after my youngest client as probably 20 and my oldest about 93. I look after every generation and they all have similar wants and needs from the conversation, which is a faith that you're doing the job in the right sense and looking after their best interest and their objectives, and a realism.

Jeannie Boyle -

I think the biggest myth we have to dispel as a profession is that you need to have a lot of money before you come to see a financial adviser, I mean I hear that so often from my friends.

Noel Butwell -

Ultimately we have to demonstrate the value of advice to people and in order to do that we need to be able to actually try and monetise that in some way. Not just necessarily you'll have a pot of money at the end of it but how do we actually help you get there and what might happen along the way.

Karen Barrett -

Advice is relevant to a certain section of society at the moment and they are not seeking that advice. They're looking at those horrific ads with Arni in from the FSCS whereas the government should be putting more money into the positive stories of which there are hundreds of thousands, about how people who have sought out financial advice have saved money, have made money, and have felt more confidence for them and their families as a result.

James Connor -

As a business or as an industry we can do an awful lot actually to build brands so when it comes to the Unbiased of this world considering who they might refer clients to or a client wanting advice and not knowing who or where they might turn. It's promoting yourself through your website and other tools so that you create a brand and a culture that strikes a cord with an individual that makes them want to come along and have a chat with you basically.

James Roberts -

Every single one of us could make an enormous creative difference to anyone on their financial journey from 16 onwards. So what we've got to do as a profession is different, it's not a point in time need it's a need to outreach. And the way to outreach to people is not creating greater academic qualification for something they don't understand, it's video, it's LinkedIn, it's espousing the issues. It's getting out there and making things consumable in a way that people are now going to interact with and see value. The regulator which is a defensive body isn't going to make that shift to do it for us, so it's up to us to be more confident and go out and do it. And the great thing is that the technology of linking human beings together is about to allow us to do it.