



# What to look for in a financial adviser

**A recent survey conducted by Investment Trends illustrated that clients are returning to more traditional areas of advice and are seeking help and support from their financial advisers in tough economic times.**

The research found that clients are wanting better timing of recommendations, better investment decisions, better asset allocation strategies and that there are many areas of unmet needs where they require extra additional services.

It was found that many of the institutionally-based advisers were unable to produce the required level of services and investments due to restricted approved product lists and qualifications.

More clients are turning to specialist boutique firms, particularly those that are associated with the Association of Independently Owned Financial Planners (AIOFP).

Clients want to receive transparency in reporting, no conflict of interest as between fees versus commissions, they want a higher level of predictability in outcomes, a higher degree of capital stability and sound strategic advice.

It is important to remember that when

choosing your adviser, or seeking a second opinion, that the local adviser has to do everything right in order to remain in business.

One false step and the “bad news” about their advice or service spreads like wild fire, much faster and more widespread than any “good news” could do.

Ask the adviser for a list of their services and obtain their financial services guide and their adviser profile, together with how they charge for their services and what their service could cost.

Then you are in a position to compare “apples with apples” before you commit to the process of completing information data forms that every adviser is required to hold prior to the giving of personal financial advice.

Now is a great time to consider obtaining financial advice as the markets recover and the economy starts to recover from the global financial crisis.

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