

Godfrey aims to enhance financial planners' talents

Helm Godfrey has begun a nationwide hunt for IFAs wanting to become life planners.

The London-based IFA said there was no specific number of life planners it was looking to recruit, with the hunt forming part of an ongoing initiative to further develop and grow the business.

Helm Godfrey launched a lifetime wealth management service in March, forming a cross between a life coach and a financial planner.

Bruce Wilson, managing director of Helm Godfrey, said life planning changed the way in which advisers interacted with their clients, placing the focus firmly on a client's personal needs and aspirations, and will be of increasing importance to the future success of advice.

He said: "Life planning takes the whole new model adviser initiative to the next level.

"It is not going to be suitable for everyone but for those who believe that financial advice should be part of a much broader process and are willing to ask the searching questions of themselves as well as their clients, life planning can be an inspiring and profitable journey. It has already had a hugely positive effect on the way advisers at Helm interact with clients."


Jason Whitcombe, director of London-based adviser Evolve Financial Planning, said there was a place for life planning in financial services, however he was not sure how much detail the British public would be willing to go into about their lives.

Mr Whitcombe said: "Life

planning certainly seems to be popular in the US but people in the UK are generally more reserved and shy away from the touchy-feely side of financial planning.

"While life planning does have a role to play there will be fewer people here willing to share their lives to their financial advisers in intricate detail."

Simon Webster, managing director of Kent-based IFA Facts & Figures, said: "The question, which is as yet answered, is how many people in the UK would be prepared to pay real money for such a service. There will always be some who want this sort of service but from my perspective the jury is out on the extent of demand."

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