

## Later Life Adviser Accreditation

### Will you be advising the fasted growing client sector of the 21<sup>st</sup> century?



Almost a third of us living today will live to be a 100. This focuses the mind on that thorny issue society faces as to how we will all be able to afford to live comfortably into later life.

The Government's recent Dilnot report on the funding of care coupled with public sector cuts is forcing a debate on this issue making the thought of planning their retirement more uncertain than ever. Clients and their families will need help and want to explore their options so they can take informed and timely decisions about their financial affairs.

Faced with complex and daunting financial decisions, older clients need a financial adviser who specialises and understands *exactly* what will be required to ensure the best retirement income and care where needed and how that can be funded from all savings and assets.

Whilst some older clients maybe better informed, for many it will be the first time they have ever had to think about financial planning and often at a time of failing health or recent bereavement. These clients don't have a second chance to get these financial decisions right.

The Later Life Adviser Accreditation (LLAA) is the recognised consumer choice for those specialising in the area of 'at' and 'post' retirement and care planning. The LLAA is an accepted standard by trusted consumer brands and public sector organisations that in the past have been reluctant to recommend a specific adviser.

Accredited advisers can apply for membership of the Society of Later Life Advisers (SOLLA) which as not for profit consumer facing organisation, acts as the hub for consumers to find the right kind of advice at the right time.

To find out more about the accreditation scheme developed by the standard-setting body the Financial Skills Partnership (FSC) in collaboration with the specialist financial services consultancy SVARfair visit [www.societyoflaterlifeadvisers.co.uk](http://www.societyoflaterlifeadvisers.co.uk) or email [admin@societyoflaterlifeadvisers.co.uk](mailto:admin@societyoflaterlifeadvisers.co.uk) for more information