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Retirement advice tops charts, says Unbiased

Retirement planning remains the number one request for support by consumers, according to Unbiased.co.uk's latest Advice Drivers report.

The study found that 30 per cent of consumers searching for independent financial advice in February sought guidance on personal retirement planning, while 28 per cent wanted advice on investment and savings.

The third most popular advice area was mortgages, followed by ISAs and personal stockholder pensions.

Karen Barrett, chief executive of Unbiased, said: "As more and more reports warn us of increasing numbers of consumers putting off their retirement planning, it is more important than ever to highlight the 'cost of delay' and the effect this will have on final pension pots.

"It is encouraging to see that when it comes to planning for their retirement, consumers are seeing independent financial advice from professionals.

"Consumers continue to see the value of specialist product advice when they are embarking on complex and long-term financial issues such as pensions and investments, and are searching for an IFA to guide them through their choices.

"Only an IFA can give you specialist advice on specific product areas and can recommend solutions from across the whole of the market, rather than just a selection of providers."

Carl Lamb, director of Norfolk based Almary Green Investments, said: "It does not surprise me. Retirement planning is people's biggest fear.

"The message people need to understand is you only get out what you put in."