



Money Matters with Les Conway

Director/Financial Planner at Essentially Financial

I've been 'exposed' on You Tube

As the headline alludes, there is a video doing the rounds on YouTube of me. But before scandalmongers sharpen their knives, it's simply my video blogging (Vlog) debut. The introduction of my Vlog means that people who prefer to watch than read are catered for.

I'm a big believer in moving with the times and giving people more options to access good financial planning information. Those times are changing fast as technology races forwards making things quicker and easier to access than ever before. It's also a lot of fun doing these Vlogs and feels a more personal way of communicating with people. But I won't be ditching my written blogs because as I've mentioned, people like to access information in the way that's most suitable for them.

And the subject of communication is vitally important for any financial planner and client relationship. I always want my clients to be comfortable enough to feel that they can pick up the phone and call me to discuss anything at any time. But I'm also just as happy to liaise and communicate in writing if that suits them better.

I see listening as one of the best ways of communicating. Because it's only through listening than I can truly learn what the client wants from our



relationship and what kind of lifestyle they want their money to help them achieve.

We've all heard about relationships breaking down due to miscommunication or a lack of 'talking'. And that's another reason why it's so crucial to work with financial planners or indeed anyone, who you feel listens to you, takes on board what you say and is always available for a chat.

If you have any questions or issues you'd like me to discuss in the Vlog please, email me or give me a call.

To watch my Vlogs, visit www.youtube.com and search for Essentially Financial.

Thanks for reading (and watching).

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