

# essentiallyfinancial

*planning for life*

## News & Views



### Autumn 2017

Welcome to the Autumn edition of our newsletter.

Since our last edition there remains a lot of political uncertainty around Brexit, the nation's leadership and global security concerns.

But one thing you can be sure of is to expect the unexpected and ensure you have as many measures in place to deal with it. Planning pays off, as does having good relationships with people.

In September my wife, Caroline, and I celebrated 30 years of marriage, so I thought it appropriate to give this newsletter a relationship theme.

I hope you enjoy it and if you have any questions or queries whatsoever, please don't hesitate to contact me.

### The Top Two Reasons Relationships Fail

When was the last time you thought 'sod this I've had enough' and ended a relationship? It could've been a friendship, romantic liaison or a business arrangement.

I read an article recently which listed the main reasons why people end their relationships with businesses that serve them. It made for interesting reading. The two top reasons were a lack of trust followed by poor communication.

Having trust in someone you employ is obvious and the subject of communication is equally important for any financial planner and client relationship.

People have different preferences when it comes to communication. Some prefer to speak, some prefer to read and some would rather watch (a little more about that later).

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.

But a key aspect of communication is often overlooked. I see listening as one of the best ways of communicating with clients. It's only through listening that I can truly learn what the client wants from our relationship and what kind of lifestyle they need their money to help them achieve.

Listening leads to understanding and once it's understood what a client wants to achieve, things become easier and gain momentum.

To offer more ways of communicating with my clients and people interested in what I do, I've recently started to produce regular video blogs (Vlogs). To watch the Vlogs, visit [www.youtube.com](http://www.youtube.com) and search for Essentially Financial.

## A small question - A big reaction

I received a thank you email from a client recently which I feel is worth sharing (I've also asked permission from the said client).

I'm a big advocate in that you shouldn't just plan how to use your money, but you need to be thinking about how your money can help you lead the kind of life you want to live. And the call from my client showed that in practice.

Wendy Reed is a mother of one who lives with her partner and is self-employed. Wendy and her partner came to see me last year in April for a planning session. Here is her experience in her own words.

'We went to meet Les as he came highly recommended. At the time, we were just muddling along really when it came to finances, earning decent money but not pulling up any trees and we both felt we lacked some direction.

Les did a lot more listening than talking and really paid attention rather than offering up lip service. We told him of a business 'pipe dream' we had which involved my partner and I working together.

We had dismissed it as exactly that, just a dream until Les asked one simple question. That being 'So what's stopping you doing it?'

His objective approach made us look differently at how we could make our idea work. The penny dropped and we soon realised that our 'pipe dream' could become a reality. He made us look at our situation in a clear way, which has since reaped dividends for us.

More than twelve months later and with Les's help on this and other financial matters, our business is up and running and doing well.

But it isn't it just the financial boost which has been a benefit to us. More importantly, for us anyway, Les has helped us begin living the kind of life we want and making our money work for us in that respect.

The whole experience with Essentially Financial and Les has been genuinely and positively life changing for us and our family'.



**To find out more or enquire about any other financial planning or advice issues, feel free to contact us.  
And read Les's popular fortnightly blog via [www.essentiallyfinancial.co.uk/blog](http://www.essentiallyfinancial.co.uk/blog)**

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