

The role of the female adviser

Only about 10% of independent advisers in the UK are female, but at AV Trinity half of our advisory team are female.

Whilst all of our advisers work across the gender divide in a straightforward and jargon free manner, we understand that at times you may feel more comfortable speaking with a female adviser. There is an increasing number of women who are taking control of their finances, and who want to be advised by another woman.

It is all the more surprising when you consider that

- It is predicted that women will own more than 60% of the nation's wealth by 2025
- Tulip Financial Research in 2010 estimated that there were more than 70,000 women in the UK with liquid assets of over £2.5m
- There were over 100 women in the 2011 edition of the Sunday Times Rich List

Our ethos

Female clients often come to AV Trinity as a result of a change in their personal circumstances; bereavement, divorce and the need to care for elderly relatives. At times like this we can help to ease the burden of any financial turmoil with our sympathetic, yet professional approach. Building a long term, trusting relationship with our clients, is something upon which we pride ourselves.

Research shows that good female IFAs are -

- Better natural listeners
- More adept at building empathy with clients
- Professional & Confident

Around half of GPs and a majority of solicitors are female and it would be no surprise if the numbers of female IFAs did not rise to similar proportions.

In conclusion

At AV Trinity we certainly don't believe that our female advisers are any better than our male advisers – just **DIFFERENT**. Our clear, high quality advice is given within a trusting and friendly environment. You have nothing to lose by contacting us for an initial discussion which will be at our cost with no obligation whatsoever.



Please contact us on 01892 612500

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“Intelligent, Independent Financial Advice”

All information has been prepared with care to ensure accuracy and is based upon our understanding of legislation and HMRC practice, which can be subject to change. This is intended to provide information only and should not be considered as advice.