

The value of IFA's engaging with young people

Zurich UK emphasises the value of IFA's engaging with young people, recognising their growing interest in life insurance, and the importance of adapting to their digital communication preferences.

- Our research determines young people are interested in life insurance, including 72% of those aged 18 to 24 years and 73% of those aged 25 to 29.
- Young people expect to experience significant life events, including buying a house, marriage or long-term partnership and having a baby within the next 2 and 5 years.
- Young people favour digital platforms, and the modernisation of communications is essential to engage the demographic.

Young people present good business opportunity for Independent Financial Advisors (IFAs). While there may be assumptions that they are less interested in long-term financial planning or that their financial needs are simpler compared to older generations, this perspective overlooks their growing consumer power. By engaging with this demographic, IFAs can tap into a market with increasing financial influence and gain long-term client relationships.

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