



Find out what **your clients really value.**

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Royal London's latest Meaning of Value research, conducted in partnership with lang cat, offers fresh insights into how advisers and consumers perceive value in financial services. Now in its third year, the findings highlight a clear trend: the value of professional advice continues to rise.

Key Highlights from the 2025 Report:



Value of Advice on the Rise: 68% of clients paying for advice say it represents good or excellent value for money – up from 53% in 2023.



Cutting Through the Noise: Advisers play a vital role in helping clients navigate uncertainty, with 97% reporting client queries linked to recent Budget speculation.



AI Adoption Growing: Over half (55%) of higher earners (60k+) are using AI tools to manage finances, signalling a shift towards digital solutions alongside traditional advice.

What this means for you:

- Clients value more than transactional outcomes – they prioritise trust, reliability, and personalised guidance.
- Embracing technology, including AI, can enhance your service and strengthen client relationships.
- Your role in providing clarity and reassurance during uncertain times remains critical.

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