



For professional advisers and paraplanners only.
Not to be relied upon by retail investors.

The power of collaboration

How to grow your business through professional connections

octopus investments

A brighter way



Find it fast

| | |
|--|----|
| Working with professional connections | 3 |
| Overcoming common challenges | 4 |
| Referral opportunities | |
| Accountants | 5 |
| Solicitors | 6 |
| Insights | |
| ICAEW on working with accountants | 7 |
| SIFA on working with solicitors | 7 |
| Four ingredients to growing through referrals | 8 |
| Webinars | |
| Stage 1 - Spotting opportunities | 9 |
| Stage 2 - Making new connections | 10 |
| Stage 3 - Nurturing relationships | 11 |
| How Octopus can support you | 12 |

Working with professional connections

Working with accountants and solicitors is a great way to achieve better outcomes for clients. It's also a great way to grow your business.

We've created this hub to bring together resources that aim to help financial advisers work more closely with accountants and solicitors.

That might mean working with them for the first time, making more connections, or getting the most out of your existing relationships. So even if you're an adviser who's already established strong connections, there's still plenty of helpful tips for you.

You'll hear from financial advisers who have built successful businesses around referral relationships with accountants and solicitors.

You'll also hear from accountants and solicitors. We've asked them for their perspective on what they look for when making referrals to financial advisers.

There's also valuable insight from organisations such as Solicitors for Independent Financial Advice (SIFA) and the Institute of Chartered Accountants for England and Wales (ICAEW).

If you have any questions after reading this interactive PDF, you can get in touch with Charlotte Fairhurst, Strategic Partnerships Manager, on **0203 142 4947** or email **Charlotte.Fairhurst@octopusinvestments.com**



How do I use this document?

You can scroll or use the arrows to navigate this interactive PDF. Wherever you see a **pink icon or text**, you can click to find out more information. Additional resources can be found on the right hand side of pages.



Overcoming common challenges

Charlotte Fairhurst, Strategic Partnerships Manager, comments on the barriers faced by financial advisers when making new connections.

Professionals can refer to restricted advisers

While some professional bodies cite independent advice as a key consideration when referring clients, none of the solicitors or accountants I spoke to raised the concern.

It's true that some accountants and solicitors say they can't refer to restricted advisers, but this is a common misconception. In fact, the Solicitors Regulation Authority (SRA) changed its rules back in 2012 and solicitors have been able to refer to restricted advisers since.

Lynne Gadsden, a financial adviser, acknowledges that this can be frustrating: 'A lawyer once told me she couldn't use restricted advisers. I tried to explain that, since 2012, solicitors can use them, but she wasn't interested.'

The good news is Lynne built strong referral relationships despite this hurdle. So a restricted adviser should not feel discouraged at all.

It doesn't matter if a professional uses a panel

You might be discouraged to learn an accountant or solicitor already has a panel of advisers.

But it's actually a positive sign. It's a signal that a professional already values the benefit of referring clients.

The hard work has been done for you, and it's an opportunity to see if there are any clients underserved by the existing panel.

Establishing connections takes time

Duncan Sykes, a solicitor, says, 'Many relationships are forged by certain advisers persevering and getting to know us.'

The fact is, a new relationship might not look valuable at first. James Lockyer, a financial adviser, cautions: 'Test clients are common for most people. Until you've been through this process, then it might not look like the ideal relationship for you.'

So it pays to take the long-term view when looking to make new connections.



Referral opportunities | Accountants

Here's a breakdown of common client scenarios where you might expect an accountant to refer a client to you. There's also a list of situations where you might refer your client to an accountant.

Financial advisers can help accountants' clients with...

Financial planning

Investment management

Pensions

- Annual allowance
- Lifetime allowance
- Carry forward
- Director's pensions
- Drawdown/decumulation

Tax-efficient investments

- Pensions, ISAs, IHT, VCTs and EISs

Selling a business

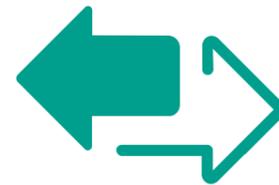
Capital Gains Tax within investments

Inheritance tax planning

Business Property Relief

Business protection

Cashflow modeling



Accountants can help financial advisers' clients with...

Personal tax advice

Tax returns

Pensions planning

Capital Gains Tax

Corporate taxation and structuring

Selling a business

Trust tax



Referral opportunities | Private client solicitors

Here's a breakdown of common client scenarios where you might expect a solicitor to refer a client to you. There's also a list of situations where you might refer your client to a solicitor.

Financial advisers can help private client solicitors with...

Financial planning

Dealing with probate

- Tax treatment of assets
- Distribution of assets and APS

Investment management

- Inheritance
- Lasting power of attorney
- Deputies & trustees

Tax-efficient investments

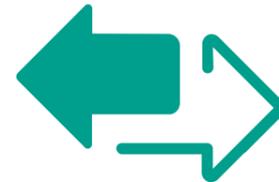
- Pensions, ISAs, IHT, VCTs, EISs

Inheritance tax planning

- Whole of life insurance
- Gifting
- Business Property Relief

Pensions and divorce

Family or Business Protection



Private client solicitors can help financial advisers' with...

Wills

Power of attorney

Trusts

APS

Probate

Inheritance tax planning

Lifetime gifts



Insights

Solicitors for Independent Financial Advice (SIFA)

Watch Dave Seager, Managing Director of SIFA, interviewed on the challenges that solicitors face and how financial advisers can help.

He touches on what solicitors look for in a financial adviser, changes to the Solicitors Regulation Authority (SRA) Code of Conduct, and creating a due diligence statement as best practice.



Institute of Chartered Accountants in England and Wales (ICAEW)

Hear from John Gaskell, Head of Personal Financial Planning at the ICAEW, on the opportunity for financial advisers to work with accountants.

He considers the analogy that 'accountants are from Mars and financial advisers are from Venus', and suggests that they have more in common than you might think.

He also explains the Designated Professional Body licence and how it can transform referral relationships.



Additional resources

ICAEW traffic light guide



ICAEW regulation deconstructed guide



Four ingredients to growing through referrals

1 Be highly qualified

‘Solicitors like referring their clients to me because I’m chartered, a fellow and SOLLA qualified.’

Lynne Gadsden, financial planner at Grovewood Wealth Management

While it’s no guarantee you’ll see referrals, being as qualified as possible allows you to turn up to the table. Having additional qualifications and being accredited by industry bodies like SOLLA and STEP shows a willingness to go above and beyond.

Being highly qualified will put you in a good position to receive referral clients.

2 Be clear on your proposition

‘Specialisation is important. Being a generalist isn’t always the right thing.’

Nick Simkins, accountant and partner at BDO

Accountants and solicitors will match a client to a financial adviser who has the right specialist knowledge and ability. It’s important to be clear about what you bring. That way you’ll be front of mind when a suitable client needs to be referred for advice.

3 Be a good fit for clients

‘We match clients based on personality.’

James Lockyer, wealth management consultant at Weald Wealth Management

It’s clear that most – if not all – accountants and solicitors match clients with financial advisers based on personality. It works the same way when advisers refer their clients.

For this reason, don’t be discouraged by accountants and solicitors that have a panel of financial advisers. There will likely be enough room for your area of expertise and unique strengths.

4 Be collaborative

‘I want an adviser that wants to work as part of a team. It’s about taking care of the client and acting in unity.’

James Hall, solicitor and Managing Partner at Gaddu & Hall

An accountant or solicitor will be looking for signs a financial adviser can work collaboratively.

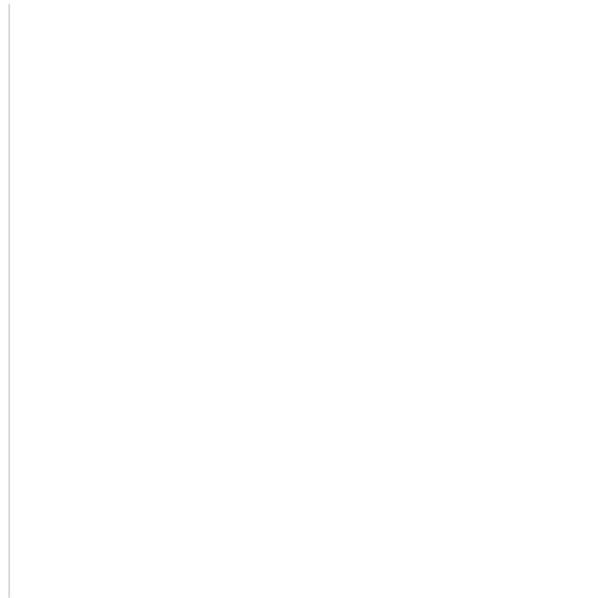
Keeping on the same page and communicating naturally is key to sustaining professional relationships.



Stage 1

Webinar | Spotting opportunities

Deciding where to focus your attention and preparing to make new connections



Additional resources



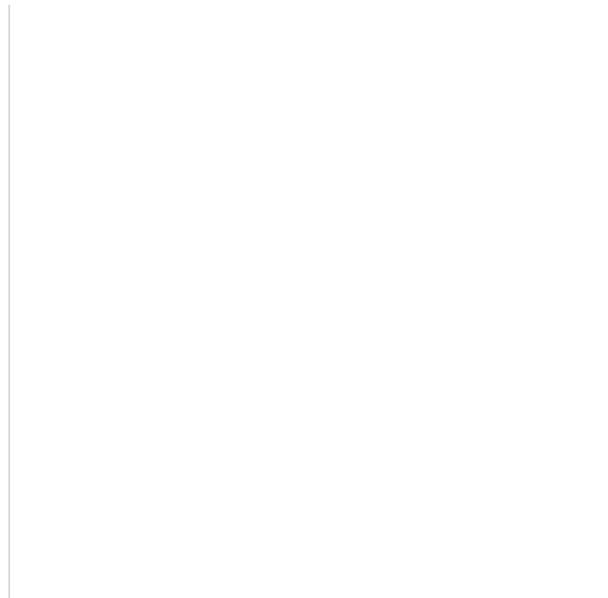
SOLLA guide

**A practical guide
to advising older clients
about estate planning.**

Stage 2

Webinar | Making new connections

Developing early relationships with accountants and solicitors



Stage 3

Webinar | Nurturing relationships

Getting the most out of referral relationships



We'd be delighted to send one of our **IHT** or **VCT experts** to present at your next event.

Additional resources

Gift-giving calculator

See the impact that gifting can have on your client's estate.

RNRB calculator

Find out how the residence nil-rate band may impact your client.

How Octopus can support you

Whether you're looking to work more with accountants and solicitors, or you already have strong referral relationships, there are a few things we can do to help.

To begin with, you can take a look at our events page. Our educational or networking events may be an opportunity for you to meet new professionals.

Equally, if you're more interested in building credibility with accountants and solicitors, we'd be happy for one of our experts to present at your meeting or event.

If you have any questions, or perhaps you are facing a particular challenge in working with other professionals, we'd love to help.

You can get in touch with Charlotte Fairhurst, Strategic Partnerships Manager, on [0203 142 4947](tel:02031424947) or email Charlotte.Fairhurst@octopusinvestments.com

Our investments place investor capital at risk. Investors may not get back the full amount they invest. Issued by Octopus Investments Limited, which is authorised and regulated by the Financial Conduct Authority. Registered office: 33 Holborn, London EC1N 2HT. Registered in England and Wales No. 03942880. We record telephone calls. Issued: October 2019. CAM008524

