



FAAA Value of Advice Index 2025

The FAAA Value of Advice Index measures the impact of financial planning on the lives of clients, with scores ranging from 0 to 100.



Top 5 benefits of working with a financial adviser as reported by clients

- 1 Improved financial wellbeing and peace of mind.
- 2 Help to simplify and explain financial matters.
- 3 Help to save time/effort organising and making decisions about finance.
- 4 Improved financial decision-making confidence.
- 5 Trusted partner to navigate life's financial challenges and opportunities.

98% of financial planning clients report that their financial adviser has supported them to make the best possible financial decisions.

97% of clients of financial advisers say that the services provided by their financial adviser have met their needs.

96% of clients of financial advisers say financial advice has provided them with more value than it costs.

93% of clients of financial advisers say that their financial literacy has improved through the process of receiving financial advice.

Financial satisfaction across generations

While it is expected that older age groups are increasingly likely to report being happy with their life and finances, the benefit of advice is consistently observed across generations.

Scores are from 1 to 100

