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Financial planning is really important because the financial world is very complicated.

All too often people are far too busy to spend their time looking at their finances and therefore run the risk of not being able to achieve what it is they want to achieve.

So having a financial planner on your side means that they can concentrate on that complexity for you.

Most of us are trying to do the best that we can the best that we can for ourselves or for our families and that's what great financial planning is about, putting our clients in the best possible position whatever their objectives would be.

The way we help clients is by making sure that we really know and understand you and what it is you're trying to achieve in life,

that we understand you goals, your aspirations, beyond just your investments, the life you want to have for you and your family.

We do this by focusing on much much more than wealth, assets and money, we keep it real, so that you can make better informed financial choices for your future.

I think the next generation of clients face more complexity than possibly ever before and 1825 are at the forefront of leading the means to provide quality financial advice.

We already have a team of passionate people, who are helping thousands of clients every year live the lives they choose. We're also continuing to invest in the UK: across the regional offices, in people and in technology.

We're constantly investing for the future because financial planning is fundamentally about the long term, it's your job to make sure that we put our clients in a great position for 10, 20, 30 years to come, so we're regularly looking at what's the technology and plans that will be needed for tomorrow.

As part of Standard Life, everyone in 1825 believes that there is a lot to look forward to.