The Link

MAR 2026

L&G

Featuring:

A deep dive into later-life divorce

The latest insights and practical support from our new divorce research

Plus:

Rethinking legacy: Fresh ideas for a changing landscape

How the evolving world of legacy planning calls for fresh thinking

Making herstory: Meet the women of L&G

Our women in finance share inspirational advice for International Women's Day

Contents

Welcome to the latest issue of The Link

The year is off to a busy start already thanks to the upcoming introduction of new inheritance tax relief caps, which is setting the tone for advisers' priorities and client conversations.

Although unused pensions aren't due to come under the scope of IHT until April 2027, now's the time to lay the preparatory groundwork and get your client's financial plans reviewed. The changes will mean advisers need to broaden their advice.

The changes will require advisers to broaden their scope advice, which may take some into areas of financial planning they haven't had to navigate before. Right now, the value of a strong professional network becomes even more important. Being open to collaboration and making use of trusted referral partners can help ensure clients receive the best possible outcomes.

This issue of The Link is packed full of advice and strategies to help you along the way. You'll find more information on IHT and tips on how to mitigate your clients' liabilities, plus an insight on how to preserve your clients' legacy amidst the changes. There's also an update to our divorce in later life research and expert's guide, and we get three advisers' views on financial strength and client trust in 2026. Plus, get the latest from Just Covered, CPD training updates and new dates for our ever-popular Mortgage Club Roadshows.

We wish you the best for 2026. With the upcoming challenges and changes, we're here to support and guide you whenever you need it.

Cecilia Furner
Distribution Director – Retail Retirement

A deep dive into divorce

Divorce is rarely straightforward. Whether your client is in their 30s with young children or in retirement with decades of shared assets behind them, separation brings emotional strain, practical upheaval and a long list of financial decisions.

That's where professional advice can change the direction of travel. The right support can help clients understand their options, avoid costly blind spots, and move forward with clarity.

Later-life divorce: fewer chances to recover, bigger decisions to get right

Clients in their 50s and beyond may have built significant wealth in **property, pensions and savings,** so it's important to ensure both parties come out the other side with financial stability.

Our latest research into later-life divorce shows:

- Only **8%** of people who divorced over 50 sought professional financial advice
- Around a **third** waive their rights to a partner's pension
- **28% of women** experience financial struggles after later-life divorce, compared with **18% of men**.

These findings can drive long-term inequality, particularly where career breaks, part-time work and lower lifetime earnings have already left women with smaller pension pots.

Our latest Divorce in later life: the expert's handbook and webinar are now available to support financial advisers, mortgage brokers and retirement specialists through these complex cases. It brings together research, expert commentary, case studies and practical guidance across property and pensions.

Inside the guide you'll find:

- The latest insights into the over-50s divorce landscape
- Clear explanations of pension and property considerations
- Practical guidance on how advice can improve outcomes before, during and after divorce
- Support on working with vulnerable clients and building professional networks

Discover the guide:

Download the Divorce in Later Life handbook

The adviser's role: calm, clarity and better outcomes

Divorce clients may be working with solicitors, but advisers are uniquely positioned to connect the dots across the whole picture.

1. Get involved early

Early advice gives clients time to understand their options before decisions are locked in. Building strong relationships with family-law solicitors (and other professionals) can help you become part of the support team from the outset.

2. Lead with empathy

Divorcing clients are often vulnerable, even if they don't present that way. Taking conversations at their pace, explaining the "why" behind recommendations and creating a safe environment can improve engagement and outcomes.

3. Take a holistic view

In later life particularly, clients can default to the family home as the headline asset. Bringing pensions and long-term income into the conversation earlier can be pivotal to financial fairness.

Practical support for later-life divorce: property, pensions and income planning

Later-life divorce often calls for flexible thinking. Depending on individual circumstances, financial solutions may include:

- **Pension sharing or offsetting**, helping clients secure sustainable income in retirement
- **Guaranteed income solutions**, providing certainty at a time of upheaval
- **Later-life lending**, allowing one partner to remain in the family home or release equity to support a fair settlement

These options can help clients move forward with confidence rather than compromise.

Protection: relevant in divorce at any age

Financial separation doesn't just divide assets – it reshapes income responsibilities, family commitments and long term financial risks. Protection plays a pivotal role in helping clients protect financial stability, safeguard dependants and bring clarity at a time when uncertainty often runs high.

Divorce is a natural moment to revisit cover, address gaps and ensure both parties understand how their changing circumstances affect existing and new protection needs.

Why protection matters during and after divorce:

1. Ensuring children and dependants remain protected

Where children are involved, life insurance and critical illness cover can provide financial security. In most cases, both parents need appropriate cover to help ensure children are protected if either parent experiences ill health or premature death. Reviewing ownership, beneficiaries and premiums early helps ensure children remain the central consideration as circumstances change.

2. Supporting fair and sustainable financial planning

Income protection becomes especially relevant when clients move to a single income household. A loss of earnings due to illness or injury can quickly derail spousal maintenance payments or long term retirement plans.

3. Avoiding unintended consequences with existing policies

Divorce can create immediate protection pinch points:

- policies held in joint names
- outdated beneficiaries
- lapsed premiums during upheaval
- cover linked to mortgages or shared commitments

Advisers can help clients maintain continuity and avoid accidental loss of protection at the worst possible moment.

4. Simplifying administration through wills and trusts

Updating wills and placing policies in the right type of trust can make outcomes cleaner and quicker. Insurers will usually pay death claims more quickly when a policy is written in trust, as the payment can be made outside of probate. It's also important to ensure beneficiaries still reflect the client's intentions – something that often changes following a divorce.

Practical tips for protection conversations

- Start early – encourage clients to review protection at the same time as pensions, property and cashflow.
- Clarify ownership – determine who should retain existing policies and whether any need splitting or replacing.
- Reassess affordability – ensure premiums remain manageable for both parties post settlement.
- Use protection to support long term stability – show how cover can underpin maintenance payments and children's ongoing financial needs.
- Document everything – clear, simple recommendations help clients who may be overwhelmed or emotionally stretched.

Tip: Speak to your Retail Protection contact for support with divorce-related protection conversations

Here to support you

Divorce is complex, but with the right advice it can lead to better outcomes. We're committed to supporting advisers with insights, tools and expertise to help clients achieve fairer, more secure futures.

If you'd like to discuss a case, explore our resources, or understand how our solutions can support your advice, please speak to your account manager.

Jordan Clark
Market Development Manager, Retail

Rethinking legacy:
Fresh ideas for a changing landscape

Legacy planning has long been central to clients' financial aspirations. But the world around those aspirations is changing rapidly, presenting a powerful opportunity for advisers.

With the Inheritance Tax (IHT) landscape evolving and pensions soon to fall within the scope of estate calculations, many long-held assumptions may no longer hold true. Rising property values and the growing complexity of family structures also mean that legacy plans created even a few years ago may fail to deliver their intended outcomes.

Many clients believe they've already done the right things – built up pension pots, paid down debt and accumulated savings. Yet today's retirees face a very different set of pressures compared with previous generations. The "sandwich generation" is now a common reality – supporting parents with growing care needs while helping adult children still living at home or struggling to buy their first property.

Why traditional legacy thinking falls short

Demographic shifts are reshaping the future of retirement and inheritance. People are marrying later, having fewer children and living alone for longer. This creates new complexities in care planning and raises questions about who is available – or willing – to inherit and support decisions later in life.

Alongside this, the financial picture is evolving. Mortgages stretching into retirement are becoming the norm, which affects how property wealth can be accessed or passed on. Clients approaching later life are also experiencing a mindset shift from wealth accumulation to income sustainability, care planning and intergenerational support.

Against this backdrop, leaving legacy planning too late can lead to costly and emotionally challenging outcomes. Unprotected plans can quickly unravel due to illness or income shock; the underuse of trusts continues to cause probate delays; and vital intergenerational conversations often never take place. Too often, advisers only meet beneficiaries after a client's death, at a point when options are limited and the emotional burden is high.

Helping clients take control – while there's still time

This environment presents advisers with a powerful opportunity. Clients need help revisiting their legacy strategies in light of today's realities. That may involve rethinking the role of pensions in potential IHT liability, exploring earlier gifting or integrating solutions such as later life mortgages, annuities and protection to create a more robust and flexible plan.

Trusts, wills and family engagement remain critical. Encouraging clients to involve children, parents or wider family members in discussions ensures clarity and confidence for future generations.

A well-designed legacy is more than money – it's the gift of stability, understanding and choice. Helping clients rethink their legacy today ensures their intentions don't become tomorrow's problems.

Catch up on our on-demand legacy sessions →

Tom May
Senior Propositions Manager Business Tax and Trusts

Taxing times:

The countdown to IHT on pensions

With just 12 months to go until pensions fall into the scope of Inheritance Tax (IHT), now's the time to start taking action.

The chancellor announced significant changes to the Inheritance Tax landscape in the Autumn 2024 Budget. Changes to Agricultural Property Relief and Business Relief come into force in the 2026 / 2027 tax year, with pensions being included from April 2027. These changes are expected to see around 10% of all estates paying IHT by 2030[1].

Three ways to mitigate IHT liabilities

There are three main ways to help mitigate your clients' IHT liabilities:

- **Spending:** Clients can use their money to support their lifestyle, create memories or complete their bucket list. You may need to help them create a regular income to support this spending, or ensure they've implemented a solution to guarantee protection against longevity risk.
- **Gifting:** Clients can pass on their wealth during their lifetime. This could be as cash or using other financial products. But, this may impact their nil rate bands (NRBs) and carry IHT consequences for the next seven years. Many clients' biggest asset will be their home, so home finance products could be considered here. Protection may be able to mitigate against any NRB liabilities.
- **Protection:** If clients can't gift, protection can be used as a cost-effective solution to pay the IHT bill and ensure there are no unnecessary delays during probate.

Maximising existing allowances

One of the first considerations for clients should be: are they maximising the existing allowances they have available? These include:

- **Spending** – Individuals can make lifetime gifts to another of up to £250 per year, which is exempt from IHT.
- **Annual exemption** – Individuals can give away a total of £3,000 worth of gifts each tax year without them being added to the value of the estate. This is known as the annual exemption. That's £6,000 a year in total for married couples or civil partners.
- **Gifting from income (normal expenditure)** – Exemption may be available where gifts are made on a regular basis and funded from your client's income. This could include pension income, for instance, an annuity could be used to create the income that supports this sort of gifting.

Gifting options

Many clients may need to gift more or gift earlier than previously planned if they want to mitigate their IHT liabilities. Gifting can be effective at mitigating IHT if the client survives seven years. But an IHT charge may apply if they die during this period.

If the gifts are within the client's NRBs, these will reduce the available IHT-free limits during the seven-year period. Term assurance could be used to cover the liability during this period.

If the gifts exceed the NRBs, building term assurance into a gift inter vivos solution could be used to cover the liability, as the rate of tax tapers down between years three and seven.

The need for timely, holistic advice

Legacy and later life planning covers multiple areas: the need for guaranteed income, property wealth, gifting and protection. The IHT changes mean more clients are going to need advice to either adapt their existing plans or create new ones. Clients shouldn't wait until April 2027 to be making these plans – you should engage them in financial advice sooner rather than later to ensure the best outcomes.

1 Office of Budget Responsibility

Market motivator:

Nick Birdseye on lessons in lending

Nick Birdseye DipPFS is a Strategic Partner Development Director at L&G. We caught up with him to find out what 30 years in the industry has taught him.

Can you tell us about your career journey and what led you to your role at L&G?

I joined financial services as a trainee financial adviser for General Accident Life in 1994. I attained my advice qualifications and after a couple of years was promoted to Senior Financial Consultant. In 1998 I moved to my first leadership role as a Regional Sales Manager. GA merged with Commercial Union and then within a couple of years merged with Norwich Union – now the Aviva business.

I worked in various senior sale management roles for Aviva until being TUPEd (Transfer of Undertakings (Protection of Employment)) to L&G in 2012 along with around 150 sales advisers and managers, who I led into L&G. I'd been involved with distributing Aviva's lifetime mortgages and on learning that L&G were planning to enter that market, I reached out to the program and secured a role as L&G acquired Newlife Mortgage (rebranded to L&G Home Finance in 2015). Working in a start-up business within a large corporate has been exciting and whilst our market has been challenged since 2022, I'm positive about the future of the business and the opportunities we can realise.

Tell us about your role and some of your goals for the next 12 months.

My role is to lead the sales effort with our largest distributors through the Home Finance (HF) team of Strategic Account Managers and alongside our Business Development Management team. I also represent HF on trade bodies including the Equity Release Council, where I'm on their Standards Committee, and the Consumer Duty Alliance. As the HF and Retail Annuity sales teams have come together I'll be working with my counterpart, Jo Coan, on developing a joined-up Retail Retirement 'take to market' story, and delivering that to the appropriate distribution partners.

What trends are you currently seeing in the market, and what challenges do you see advisers facing this year?

After a record-breaking year in 2022, the lifetime mortgage market has seen real challenges since that infamous fiscal event which so dramatically affected pricing and product choice in our sector. In the three years since, the industry has had to rationalise and there are definite signs of recovery, which is really encouraging. Our biggest challenge as a lender is motivating more advisers to engage with our market and grow the adviser footprint in order to help more customers access our products.

What's the biggest lesson you've learned in your career so far?

After more than 30 years in the financial services industry I've learned many lessons. Family comes first; leading is very different to managing; it's important to understand what people value to help shape direction; and focus on the 'big rocks' while trying not to sweat the small stuff, to name but a few.

What advice would you give to advisers starting out in the industry?

Two great qualities are patience and persistence. Nothing worthwhile happens overnight and it's vital to keep focused on business and personal objectives.

What do you enjoy outside of work that helps you maintain a healthy work / life balance?

My wife Jo and I spend a lot of time outside. We love playing golf together and hill walking – ironic given we live on the Fens of South Lincolnshire.

Making herstory:

To celebrate International Women's Day (8 March), the women of L&G share their experiences, insights and inspirational advice as women working in finance.

What experience or insight has most shaped your confidence and success, and how are you using it to support or inspire other women?

"There's one thing that I've learnt and carry with me every day – both at work and in my personal life – and encourage all women, young and old, in my life to live by: 'Be you – unabashedly, unashamedly and uniquely YOU!' The more unique you are, the more you bring to the table. And the more authentically yourself you are the more capacity you have for greatness as you aren't using energy to hide or dim your own light."

Samm Piper,
Lender Account Executive, MI & Insights

"Connection has been the driving force in my journey. Being active in the Diversity, Equality and Inclusion space and engaging with industry groups – many of which began as women's forums –created spaces where I could be honest, open and heard. Sharing experiences with other women across teams and peer networks has been fundamental to my growth. Most importantly, these collective efforts have driven real change in our industry, making it a far better place for women to thrive."

Vikki Jefferies,
Market Development Director, Retail Distribution

"One significant experience that has shaped my confidence and success is having a variety of mentors and coaches outside my immediate team and department. Gaining insights from different perspectives has been invaluable in building my confidence. I've learned to give myself permission to own my successes and celebrate them – it's not cringey at all! In fact, being proud of what you deliver can lead to more positive outcomes. To give back, I now mentor two graduates at L&G. Additionally, I attend our Women's Network annual networking event to meet and support new women entering our industry. I want to assure young women that success in what was once a very male-dominated industry is absolutely possible, and we don't need to apologise for our achievements."

Rachel White,
National Sales Director

"Being out in the field and observing other people has helped me overcome imposter syndrome and realise that I have as much to offer as anyone else and I've grown in confidence. My advice to others is that everyone is on their own learning curve and to grow we need to put ourselves out there."

Sadie Russell, National Account Manager

What advice would you give your younger self starting out today?

"I would tell myself to not be afraid to ask questions to be able to grow as a person, and to raise my awareness to my peers so they can help me achieve my career goals. I'd also tell myself to go work for L&G sooner than I did!"

Caroline Prosser, Sales Support Executive

"I'd tell my younger self to focus less on perfection and more on consistency. Build relationships early, listen more than you speak, and back myself sooner. Confidence comes from experience and the experiences you have, not from waiting until you feel ready."

Donna Barrett,
Business Development Manager

"Life is a journey that everyone is experiencing in real-time. You don't need to have all the answers. Take your time and learn as much as possible along the way."

Jordan Clark,
Market Development Manager, Retail

"Believe in yourself. You can do a hell of a lot and more than you think."

Sarah Gauci,
Senior Telephone Business Development Manager, Retirement Income

"Surround yourself with good people. The ones that make you laugh, are striving to be better and celebrate your success. Be sure to read widely, stay curious and never miss a Monday. Oh, and wear sunscreen every day!"

Janine Byrne,
Strategic Account Manager

"If I could give my younger self some pieces of advice, it would be this: the moments that feel like failure are often the ones where you're actually growing the most. Those uncomfortable, uncertain times are where strength, resilience and clarity are built – even if you don't realise it in the moment. I'd remind myself that career redirection isn't rejection. The roles, projects or opportunities you don't get or the changes that feel unexpected or uncomfortable often lead you toward something better. Even when a new direction feels scary, unplanned, or completely off-track, it can turn out to be the most valuable move for your professional growth. Careers rarely unfold exactly the way you imagine, but the detours often lead you to the place you're truly meant to be. And most importantly, I'd tell myself: don't limit what you think you can do. Don't rule yourself out of job roles, projects, presentations, speaking opportunities or promotions just because they feel intimidating or outside your comfort zone. Your fallback shouldn't be 'that's not for me', because you're capable of far more than you're doing right now."

Georgia Perkins, Market Development Manager

"I'd tell my younger self to stay grounded in your values and always lead with kindness and gratitude. Seek out the people who lift you up and let yourself lean on them; you don't have to carry everything alone. Others can see your potential long before you can, so believe them. Don't be so hard on yourself! Give yourself grace, patience and the space to grow. You are capable of so much more than you think and one day you'll look back and realise you were becoming that confident, knowledgeable version of yourself all along."

Bethany Rosser,
Telephone Business Development Manager, Retail Protection

"Embrace every challenge as a chance to grow. Don't shy away from stepping out of your comfort zone because that's where you'll find the most valuable experiences. Believe in your abilities and don't hesitate to seek guidance from mentors and colleagues. People generally like to help others so, ask the questions! Always remember that success is a journey, not a destination, and every setback is just another step towards your ultimate goal. Stay curious, keep learning, and never stop believing in yourself."

Nicky Shorey,
Strategic Account Manager, Intermediary, L&G Retail

"I'd tell myself that confidence is something you build through experience, not something you wait to feel. Make mistakes, take opportunities that feel uncomfortable and don't be afraid to advocate for yourself. Most importantly, I'd say to be kind to yourself. Comparison can be a distraction, and setbacks aren't a reflection of your potential. Reach for the stars!"

Sally Sutherland,
Data Quality Team Manager, Ignite

"Trust your judgement sooner. You don't need to over-explain, wait to be invited or have every answer before you speak. Back yourself. Consistency and courage compound over time."

Cecilia Furner,
Distribution Director, Retail Retirement

"Don't worry so much about not having a concrete plan for your life. When you're 18 and trying to decide what to do for the rest of your life it's hard and there's so much pressure, but things change and that's OK. What you want when you are 16 or 18 is very different to what you want when you are 40 or 50 and it's OK to change your mind and switch paths. Too many people are hung up on doing one job for the rest of their lives and as long as you are happy it doesn't matter what you do."

Sara Freer,
Business Development Manager, Home Finance

"Be brave, ask questions, get to know people outside of the things to do with work, and ask for help when you need it. It's OK not to know everything."

Jo Elphick, Business to Business Marketing Director, Retail

"I'd tell her to be stronger and trust her voice especially as a woman in a male-dominated industry. Don't be afraid to challenge, to question, or to take up space. You deserve to be in every room you walk into. Speak up for yourself, even when it feels uncomfortable. Say yes more often, even when something feels a little bigger than you. That's usually where the biggest opportunities hide. And read more about leadership, resilience and the women who've gone ahead of you. But most importantly, find a mentor. Someone who sees your potential even when you can't quite see it yourself. The right mentor will challenge you, champion you and help you build confidence faster than you'll ever realise. They'll show you what's possible and one day you'll pass that forward to someone coming behind you. Don't shrink yourself. Your voice and your perspective matter. And your courage to step forward might just be the spark that inspires the next generation of young women."

Clodagh Morris,
National Sales Director

"Don't compare your journey to anyone else's, you 'run your own race'. Some of the biggest rejections and steepest learning curves will feel tough in the moment, but they often become the most valuable lessons. Failure isn't failure at all; it's feedback that builds resilience, strength and growth. Remember that a career is a marathon, not a sprint – success rarely happens overnight. Consistency, learning and personal development take time, so nurture your growth, stay patient, and above all, be kind to yourself along the way."

Jo Coan, Strategic Partnerships Director

Who has supported you along the way, and how do you pay that forward?

"I've been lucky to work with managers, mentors and colleagues who believed in me, challenged me, and at times encouraged me to step forward before I felt ready. Their support helped me see what I was capable of and what was possible. I try to pay that forward by supporting and advocating for others, sharing experiences openly and helping to create opportunities for growth and visibility. I genuinely believe that when we lift each other up and open doors for others wherever we can, the impact often goes beyond that moment and can help shape who someone becomes."

Elle Heal,
Key Account Manager, L&G Mortgage Club

"I've been fortunate to have mentors and colleagues who saw potential in me before I fully saw it in myself. They didn't just open doors – they offered honest advice, encouragement and the confidence to take on new challenges. That support shaped how I view leadership today. I pay it forward by mentoring others, creating space for open conversations, and focusing on what people can do rather than what they haven't done yet. I'm passionate about helping others recognise their strengths, build confidence and believe that they belong. Because sometimes, all it takes is one person believing in you to change the trajectory of your career."

Julie Godley,
Director, Intermediary, L&G Retail

A word of advice

Advisers share their practical peer-to-peer insights.

Justin Ofoche
Equity Release
Adviser at Eadon & Co

Justin Ofoche

"I've worked with people who were under genuine pressure, and being able to give them clarity and options, and seeing the relief that brings, really shaped how I approach advice. It reinforced that my job isn't just about arranging a product, but about helping people feel comfortable, informed and in control."

Q1 What is your most sold product?

Drawdown lifetime mortgages with a voluntary payment option.

Q2 What practical steps can households take now to strengthen their financial strategy and feel more secure in 2026?

Households should look at the bigger picture, looking at how finances might look over the next few years rather than month to month bills. Reviewing debts, protecting savings for emergencies and thinking ahead about rising costs are important. For homeowners, it also helps to understand how property wealth could support future plans, even if it's not something they want to act on right now.

Q3 In your experience, what financial risks are most often overlooked?

Many people assume their income will stay steady in later life, but that isn't always the case. Changes to health, care needs or everyday costs can have a bigger impact than expected. I also find clients put off decisions for too long, which can reduce flexibility when options are actually needed.

Q4 How are you evolving the way you engage with clients to ensure advice remains relevant, clear and trusted throughout the year?

I've focused a lot more on slowing things down and making sure clients genuinely understand their options. People don't want to feel rushed or overloaded with information. Clear explanations, realistic projections and regular check-ins help my clients feel confident in their decisions, which builds trust over time.

Q5 In a market where clients are increasingly cautious, how can advisers demonstrate value beyond product recommendations?

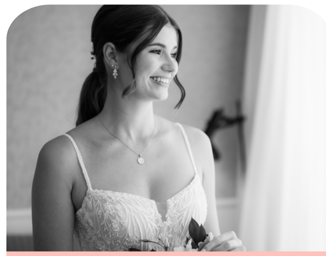
Clients want to understand the reasoning behind an adviser's recommendation, not just the product itself. Explaining what other options were considered, explaining the risks and how different choices could affect them long term adds value. Being open and honest, even when it leads to a "no", goes a long way.

Q6 What's the most important lesson you've learned about building long-term client trust?

Trust comes from doing the right thing for the client, even when it would be easier to push ahead. Sometimes that means advising someone to wait, borrow less or to not proceed at all. Clients can feel honesty and transparency, and that's what builds long-term relationships.

Q7 What's your advice to advisers who are new to the industry?

Take the time to really listen to people. Technical knowledge is great, but understanding someone's situation, concerns and priorities is just as crucial. You need to step into their shoes and feel what they feel. If you always put clients first, everything else tends to fall into place.



Hannah Logan-Hughes
Mortgage and
Protection Adviser
at The Finance
Planning Group

Hannah Logan-Hughes

Her most sold product is Income Protection. Her pivotal moment was when she supported a client through a claim on her critical illness policy after being diagnosed with a brain tumour, which was causing seizures, speech and memory loss. She says it was a reminder that the policies are about supporting everyday people going through really difficult times that no one would wish to go through.

Q1 What practical steps can households take now to strengthen their financial strategy and feel more secure in 2026?

They should check their budgets and make sure they're putting money away into savings for emergencies. It's also very important to regularly review insurance policies. They need to make sure they understand what they have covered (or they won't know when to use it!) and if it's still suitable. If your income stops, your bills don't, so what's your plan B?

Q2 In your experience, what financial risks are most often overlooked?

Not having adequate buildings and contents cover. Having a good policy provides peace of mind, ensuring that if something goes wrong at home, repairs or replacements can be handled quickly and without hassle.

Q3 How are you evolving the way you engage with clients to ensure advice remains relevant, clear and trusted throughout the year?

I tell my clients at the outset that my advice is not one-off. I'll reach out to them on an annual basis to ensure that the policies are still relevant and to review any increasing policies. I always use very straightforward language to explain the what and why of the policies.

Q4 In a market where clients are increasingly cautious, how can advisers demonstrate value beyond product recommendations?

Advisers can demonstrate value by taking the time to fully understand a client's personal and financial position. They should use this to put together a concise, easy to understand protection plan of action. When presenting this, it should link back to the client's situation to show that you've listened and have put together a recommendation to ensure all they talked about will be taken care of. It's important to review their policies. A review doesn't necessarily mean a sale; it often means reassuring them that they're adequately protected.

Q5 What's the most important lesson you've learned about building long-term client trust?

Consistency, transparency and genuine care and understanding. Clients value advisers who they believe care for their wants and needs and who takes the time to listen and explain their options clearly. And to reiterate, those annual reviews to check, reassure, and if necessary adjust, are so important.

Q6 What's your advice to advisers who are new to the industry?

Never take the first "no" as the final answer. You won't win them all, but you don't know what you might be losing out on if you don't try. I always ask them to explain why they've said no and see if I can do anything to change their mind, such as explaining the benefits in more detail or perhaps adjusting the products to suit. Remember, sooner or later a client will call you with that dreaded news concerning a death, critical illness or something keeping them off work, and at that point you'll want to know that you've done the very best job by them in explaining what they need and why. We can't force a client to protect themselves, but we can make sure we've had proper conversations so they understand the need, and the risks of not saying "yes".

Philip Tordoff
IFA and Executive Director,
Landmark IFA

Philip Tordoff

"I've seen throughout my career how poor planning and uncertainty has caused stress for people. I want to provide clear advice and help clients feel in control of their financial future."

Q1 What practical steps can households take now to strengthen their financial strategy and feel more secure in 2026?

Start with the basics. Build and maintain their emergency fund and ensure they review their existing pensions and investments to see they reflect their current circumstances.

Q2 In your experience, what financial risks are most often overlooked?

Inflation, delayed decision-making and not reviewing their plans. I've come across many clients who've left their decision-making until later down the line and it restricts the options available for them.

Q3 How are you evolving the way you engage with clients to ensure advice remains relevant, clear, and trusted throughout the year?

I plan on sticking to keeping my advice simple, clear and ongoing. I want to ensure clients understand their plans. Regular reviews and clear advice build confidence and trust.

Q4 In a market where clients are increasingly cautious, how can advisers demonstrate value beyond product recommendations?

Advisers need to be available when it matters, for example, helping clients stay calm during uncertainty, sticking to their plan and making informed decisions. Good advice is about guidance and reassurance as much as it is about technical knowledge.

Q5 What's the most important lesson you've learned about building long-term client trust?

Consistency, honesty and clear communication. Trust grows over time when clients know you're on their side.

Q6 What's your advice to advisers who are new to the industry?

Develop great listening skills and understand your clients as much as you understand the products. That's the formula to building long-term relationships.

"Consistency, honesty and clear communication. Trust grows over time when clients know you're on their side."

Advice for life

Read our case studies to find out how the right advice can change clients' lives for the better.

Retail Protection case study: Jen's story

"All I remember is pins and needles up and down my arms," says Jen of when she found out her daughter Madeleine was diagnosed with bone cancer. "I just kept thinking, it's got to be a mistake."

Madeleine had recently had a tooth taken out, and later complained about having blood in her mouth. So Jen took her back to the dentist. What followed was x-rays, a hospital referral and an emergency biopsy. After a week of waiting for the results, Jen and her husband Mark were asked to come to the hospital where they found out Madeleine had a sarcoma. "After that is just went really, really fast."

Peace of mind at a traumatic time

While Jen and Mark's focus was on Madeleine and her twin sister, Arabella, Jen says in the back of her mind was a niggle about being off work and not knowing when she'd go back. She thought about how they'd pay the bills while Jen wasn't working to look after Madeleine. Jen knew she'd receive paid leave if she herself was sick, but had no idea what her contract said about dependants. " I would never have looked at the policy if it wasn't for my sister."

Toni, Jen's sister, an account manager in personal protection at L&G, knew Jen needed to look at her policy to check her cover. Toni says, "Her exact words were, 'if you're looking for that kid thing, I don't have it.'"

"I said there's no point because I remember having the conversation and I wasn't even going to take critical illness cover," says Jen. "I'd also got it into my head that there was too many clauses that would mean it wouldn't pay out even if I had the cover."

Toni asked for the paperwork, confirmed Jen would have cover for Madeleine's illness and could receive £25,000 straight away, plus £1,000 for 10 overnight stays.

"I thought, that means that Mark can be off. We can all deal with this together now and it completely changed," says Jen. "It took away that niggling

feeling... it meant I could just focus on Madeleine and Arabella and getting ourselves out of bed in the morning, and not worry about losing the house."

Jen says she had misconceptions about insurance policies paying out, particularly after having a hard time getting holiday insurance paid out. "It's so far from the truth, it's unreal," says Toni. "When we were dealing with this claim, the claim was paid within just shy of four weeks."

Focusing on what matters most

Not only did Jen and her family get the help they needed to focus on their children, their policy includes emotional and wellbeing support to help the family cope with the traumatic events. "With a diagnosis with a child like this, it just blows everything up," says Toni. She adds how important it is for advisers to not only find clients their dream home, but to take all the steps necessary to keep them in it. That means getting the right policies in place, and making sure clients understand every benefit that comes with them. Because proactive advice can change lives.

"When you've got a sick child, you just need to be able to focus on that," says Jen. "If you haven't got the headspace to check that policy, find someone who can. Read it, don't make assumptions. If it wasn't for my sister, I wouldn't have even looked. I'm just grateful."

Home Finance case study: Catherine's story

When Catherine was diagnosed with dementia, her son James and daughter Alice were appointed as attorneys under Lasting Power of Attorney, to help make her financial decisions. Aged 88, Catherine receives 24/7 care at home which costs £60,000, so they needed to find the money to keep paying for care and help her stay in her family home of over 50 years for as long as possible.

James and Alice met with Catherine's financial adviser to talk through her options. Because Catherine had a healthy level of savings, she didn't qualify for local authority care funding or for NHS funding.

Taking care of costs

Her adviser told James and Alice they could release equity from their mum's home (worth £600,000) using a lifetime mortgage. The care costs and home upgrades to make her house more accessible would eventually leave Catherine without money. The financial adviser suggested to James and Alice to think about a Lifetime Care Plan, which is an annuity for immediate needs, paid for with an upfront lump sum. This gives Catherine a guaranteed income for the rest of her life, paid directly to her care provider.

These solutions meant Catherine can stay in her home as long as possible, and make adaptations to keep her comfortable, which were her expressed wishes. She can even pay for her care at home and keep up with any annual increases.

Annuities case study: Chris' story

When Chris' mum passed away aged 65, he inherited her pension funds. As a single dad, aged 35 with a full-time job, he earns enough to support his three-year-old daughter, Amelia. So he spoke to his financial adviser about his options for using his inheritance.

Preparing for the future

Chris wanted peace of mind for his retirement, and for his daughter's future. His financial adviser recommended he invests the £105,000 inheritance into a Fixed Term Retirement Plan for 25 years, and chose to take no income from it until he retires at 60.

At the end of the term, Chris will recieve a Guaranteed Maturity value of £329,271.34, which he can use for his retirement, or if he dies, he can pass the maturity value onto Amelia.

Although the plan doesn't pay an income for life, the low-risk nature of his plan means Chris has options at maturity, and that his daughter would benefit should he pass away. Read full case study **here**

What's new on Just Covered?

Catch up on the latest episodes of Just Covered for inspirational stories with experts in their field. Plus we say goodbye to Hazel and welcome our new co-host Georgia Perkins. Have a listen...

Episode 36

Succession in financial advice:

Apprenticeships and the next generation

→ Listen to episode 36

→ Watch on YouTube

We meet Dave Chamberlain, Chartered Financial Planner and Director of Better Future Financial Planning, and Alex Gager, his Adviser Associate.

Apprenticeships are unusual in the industry, so when Alex approached Dave through LinkedIn with a proposal to become a sponsored apprentice at his self-built, independent firm, it was a surprise.

Alex's background wasn't in financial services, but he was keen and passionate to learn. We delve into their experience of the scheme, how it's benefitted Dave's organisation, Alex's progression, and why the industry could use their example to resolve some of its not-so-distant challenges.

Episode 37

Georgia Perkins:

Our new co-host on market growth, adviser skills and the power of the life story

→ Listen to episode 37

→ Watch on YouTube

In this episode we welcome Georgia Perkins, Marketing Development Manager at L&G – and our new co-host!

Last year Georgia took the gong for Woman of the Year – Intermediary Support at the 2025 COVER Women in Protection and Health Awards, so we're in great company. She talks to Wayne about getting started in her financial services career in protection before moving into underwriting and finally, sales. With her formal education being in Literature, she talks about how this passion for storytelling underpins her work with financial advisers.

Wayne and Georgia's inaugural chat explores Georgia's role in growing the market and looking for innovative ways to help advisers get the best outcomes for their clients. They discuss the two key themes for the Marketing Development Team in 2026 – legacy and income – and how her team is planning to upskill and equip advisers to meet upcoming market changes through these lenses.

Episode 38

Jefferies & Jo Coan:

Celebrating International Women's Day, why authenticity and allyship are key to closing the gender gap

Listen to episode 38

Watch on YouTube

In this special International Women's Day episode of Just Covered, hosts Wayne and Georgia sit down with two inspirational senior leaders from L&G – Victoria Jefferies, Market Development Director, and Jo Coan, Strategic Partnerships Director.

Vikki and Jo share their career journeys into financial services, from Vikki's early days in insurance sales, to Jo's "wild card" job application that led her to implementing over £1 billion in assets within her first year.

They open up about the challenges they've faced as women in the workplace, including pregnancy discrimination, the pressure to return from maternity leave early and being the only woman in the room. The conversation tackles the harsh reality of financial services' 27% pay gap and explores why vulnerability has become their superpower, rather than a weakness.

The discussion also explores the crucial role mentorship and male allyship can play in amplifying women's roles in the workplace. Vikki and Jo share practical advice for young women entering the industry, and their optimistic vision for a more diverse, authentic future in financial services.

This episode also covers:

- The importance of how diversity in financial services can bring new experiences, relatability and authenticity to the "people business".
- Why "saying yes and worrying later" and "running your own race" are essential mindsets for career growth.
- Actionable ways men can support women in the workplace, from backing up their ideas in meetings to calling out poor behaviour and unconscious bias.

Keep learning

The latest expert insights, actionable content and on-demand CPD training across protection, business, retirement and home finance.

Protection

Inside Income Protection - Turning uncertainty into confidence

Income Protection can feel complex, but it doesn't have to. Following last year's hugely popular IPAW Focus Week (where 97% of attendees said they'd recommend it), this live webinar with Andy Maciver and Jordan Clark tackles the questions advisers care about most. Join us for actionable ideas and insider knowledge, tips on how to avoid common pitfalls, understanding how claims decisions are made and how to deliver better client outcomes.

Watch on demand >

Mortgage services

Sparks, with L&G Mortgage Club

Sparks is L&G Mortgage Club's series of themed webinars, offering education and insights on timely mortgage industry topics. Each month we focus on a different theme, including buy-to-let, complex income and first-time buyers.

You can register for our 2026 series now, and catch-up on the sessions we've already hosted.

Register and watch Sparks webinars >

Retail and guide retirement

Tackling modern retirement challenges: Holistic legacy planning webinar series

Retirement has changed. But has your advice? With changes to IHT just around the corner, many clients will need to revisit their plans. But longer lifespans, increased property values, blended families and rising care costs mean traditional approaches to inheritance planning may not be the best solutions for your clients.

To help, our series of four CPD-accredited retirement sessions have been designed to give you practical strategies, expert insights and confidence to deliver your advice to later life clients. Hear real-life scenarios and actionable techniques that'll show you how to guide clients over 55 with advice that could be the key to their later life wellbeing and legacy.

Catch up on-demand

- Foundations for the future: Securing income, assets and legacy at 55 >
- Retirement begins: Managing change, choices and considerations at 65 >
- Living well later: Sustaining lifestyle, care needs and family legacy at 75 >
- Putting legacy into practice: L&G experts on solutions >

Critical Illness

Turning insight into confident advice

Following the release of CIExpert's Critical Thinking report, critical illness cover is firmly back in focus across the market. The report has reignited discussion around how advisers position CI and the role it plays within broader financial advice.

This webinar is designed to help advisers move beyond defaulting to mortgage-linked cover, which can often lead to price-led objections and missed opportunities. Instead, it focuses on positioning critical illness cover around clients' goals - helping advisers make confident, needs-based recommendations and reinforce CI as an essential part of a well-rounded protection plan, not a 'nice to have'.

Whether you're refreshing existing conversations or looking to write more CI business in 2026, explore how our Critical Illness proposition can support confident recommendations that resonate with clients.

Find out more >

Retirement

Decumulate Differently guide

A flexible retirement – or a predictable one? For the happiest retirement, clients need both.

Our research with the Happiness Research Institute shows that while flexibility matters, a reliable, guaranteed income is the foundation of long term retirement confidence.

Our Decumulate Differently guide brings these elements together. It highlights how combining annuities, drawdown and later life mortgages can help advisers build retirement plans that are secure, adaptable and shaped around real client needs.

Discover practical insights, modelling and case studies to support confident, well balanced decumulation planning in our downloadable guide.

Download the guide >

L&G on tour: Mortgage Club roadshows are back

Get out of the office and join the L&G Mortgage Club team this April for a catch up at one of our three UK roadshows. We can't wait to see you there.

Whether you're a member of Mortgage Club or not, everyone's welcome to attend our free events. By attending, you can expect:

- A packed agenda with market overview, economic update and protection opportunities.
- An in-person demo of Ignite, our mortgage research and sourcing platform.
- A chance to network with a variety of UK mortgage lenders.
- Four hours of CPD credits.

There'll be a complimentary breakfast, lunch and refreshments served throughout the day.

Time: **9am – 2.30pm**

Roadshow dates:

Wednesday 15 April 2026

Surrey – Lingfield Park Racecourse

Register for the Lingfield Park Roadshow

Tuesday 21 April 2026

Belfast – Ten Square Hotel

Register for the Belfast Roadshow

Tuesday 28 April 2026

Manchester – CorpAcq Stadium

Register for the Manchester Roadshow

Here to help, if you need us

Thank you once again for your continued support.

Just Covered

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