

**THE
FINANCIAL
EXPERT**

| PENSIONS
| PROTECTION
| INVESTMENTS
| MORTGAGES



**FINANCIAL
BROKER**

VALUE OF ADVICE REPORT 2025

Developing Financial Confidence
To Achieve Financial Well-Being



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FOREWORD FROM BROKERS IRELAND

“This in-depth analysis clearly demonstrates that consumers who obtain professional financial advice, experience better financial outcomes, increased confidence in managing their finances, and an overall improved financial wellbeing.”

Brokers Ireland is delighted to publish the 2025 Value of Advice report which illustrates the significant impact and value that professional financial advice delivers through the expertise of Financial Brokers. The findings within this report underscore the wide-ranging value and tangible benefits that Financial Brokers deliver to Irish consumers across a range of financial services.

This in-depth analysis clearly demonstrates that consumers who obtain professional financial advice, experience better financial outcomes, increased confidence in managing their finances, and an overall improved financial wellbeing. They benefit from enhanced financial protection, higher returns on savings and investments, improved financial understanding, and more efficient pension planning, all of which lead to greater financial security and peace of mind.

The report findings highlight the benefits of consulting with a Financial Broker, who can effectively communicate financial goals in an easy-to-understand way, develop a strategy to achieve personal objectives, identify the best products and providers, and regularly review clients' financial goals as their life circumstances change.

In today's fast-paced, technology-driven world—where technology touches nearly every facet of life—the demand for personalised, professional financial advice is more compelling and valuable than ever.

Financial Brokers are continually adopting new approaches to offer tailored, experience-based guidance to their clients.

Financial Brokers play a vital role in guiding individuals through major life transitions, offering expert insights that support informed decision-making which help to reduce risk, and ensure plans are aligned with personal goals. Having a professional manage their finances gives consumers the confidence to make informed decisions, while reducing financial anxiety and uncertainty.

This latest Value of Advice report is testament to the benefits and value that Financial Brokers provide in supporting clients and in enabling them to make smart financial decisions in achieving their long-term lifestyle and financial goals.

Brokers Ireland will continue to champion and advocate the value of advice by endorsing the role of Financial Brokers as an indispensable channel in helping consumers achieve financial security, confidence and peace of mind.

Regards



Diarmuid Kelly
CEO, Brokers Ireland



Diarmuid Kelly
CEO, Brokers Ireland

INTRODUCTION

Financial Brokers/Advisors help clients prioritise their goals, distinguishing between essential needs, future aspirations, and unnecessary expenditures.

41%
of respondents
have used
a Financial
Broker/Advisor

Financial matters can be complex and challenging, especially with fluctuating global markets, complicated tax regimes, and evolving personal circumstances. Many people struggle with financial jargon, unclear investment options, and conflicting financial priorities. A Financial Broker/Advisor brings clarity to this process, helping individuals and families understand their financial needs, define realistic goals, and create structured plans to achieve them. This financial clarity helps to reduce stress and allows individuals to focus on what truly matters in their lives.

The value of expert financial advice has never been more important in helping consumers achieve their financial goals and address their financial requirements through professional and objective advice on protection; savings, investments and pension offerings.

Prudent financial advice can help lay the foundations for future financial stability and ultimately provide the desired financial freedom over time. Life presents numerous financial transitions and choices, from major investments to everyday spending decisions. Without professional guidance, individuals can make impulsive or uninformed financial choices that can have detrimental long-term consequences.

Financial Brokers/Advisors help clients prioritise their goals, distinguishing between essential needs, future aspirations, and

unnecessary expenditures. With a clear strategy in place, individuals can allocate resources wisely, ensuring financial stability while still enjoying life's pleasures.

This report offers valuable insights into perceptions of financial security, both now and in retirement, while assessing how individuals who seek guidance from Financial Brokers/Advisors compare to those who do not. It explores key areas including savings, investments, pensions, and the role of professional financial advice in enhancing financial understanding, and sustainable financial choices.

This report delivers valuable proof of the financial value experienced across a range of product areas by consumers, as a result of their interaction with a Financial Broker/Advisor.

The research was conducted as part of a nationwide omnibus survey conducted as part of the iReach Consumer Decisions Omnibus Survey using a sample size of 1,400 responses.

Consumer research into the Value of Advice is carried out by Brokers Ireland and is shared with all stakeholders in the financial advice sector. The fieldwork was undertaken from the 6th to 14th of February 2025 and the conducted is nationally representative by age, gender, region, and SES.

EXECUTIVE SUMMARY

Very notably, those who have sought financial advice have seen significant gains, even beyond 2021 totals

Financial Security and Life Assurance

- **35%** of those who sought financial advice rate their financial security as **8** or higher (*up 10% from 2023 study*).
- **52%** who sought financial advice have life assurance vs **46%** of those who haven't.

Saving and Investments

- For those who sought financial advice, the average amount in savings/investments is **€93,547** (*up 29% from 2023 levels*). The average is **€54,618** for those who did not seek financial advice, representing a **71%** difference in savings and investments.
- Very notably, those who've sought financial advice have seen significant gains, even beyond 2021 totals, whereas those without advice lag behind over the same time period.

Retirement and Pensions

- Those who sought financial advice have an average pension pot of **€127,796** compared to **€87,275** for those who didn't seek advice. Those who sought financial advice have **45%** larger pension pots.
- Almost half **46%** (*up 13% on 2023*) of those who have sought financial advice are confident about being financially secure in retirement, more than double the amount of those without advice **22%**.
- 1 in 3, **33%** retirees who did not seek financial advice regret not preparing more for retirement.

Using a Financial Broker/Advisor

- More than 2 in 5, **41%** have used a Financial Broker/Advisor, up **3%** from 2023 levels.
- **45%** (*up 6% on 2023*) of those with financial advice, consult their Financial Broker/Advisor at least once a year or more often.
- **51%** feel more confident that they are in control of their finances having sought advice.

EXECUTIVE SUMMARY cont.

The survey findings clearly demonstrate that individuals who receive financial advice are in a stronger financial position, benefiting from the guidance of their Financial Broker/Advisor. This support helps to contribute to improved outcomes for both their current and long-term financial well-being.

Consumers who seek advice from a Financial Broker/Advisor experience greater wealth and improved financial outcomes, whether through returns on savings or investments, future pension security, protection products offering peace of mind, or the achievement of personal financial goals. With increased investments and enhanced financial security, individuals feel more in control, boosting their confidence in their financial future.

Key Takeaways - Using Financial Advice

71%
higher value
in savings/
investments

Twice as likely
to feel financially
secure in retirement

46%
higher value
pension pot

35%
rate their financial
security rating as
8 or higher

**Greater financial
protection** (52%)
as a result of holding
more financial
products

More than **2 in 5** use
a Financial Broker/
Advisor

89% have heard
of a Financial Broker/
Advisor, and
50% know what
they do

Financial Broker/Advisor is the most
trusted source for financial advice,
30% compared to other advisory
channels.

51% feel more confident and
in control of their finances having
sought financial advice with **24%**
saying they are financially better off
as a result.

WHO SEEKS FINANCIAL ADVICE

24%

say they are financially better off as a result of using a Financial Broker/Advisor

Almost 9 in 10, **89%** have at least heard of a Financial Broker/Advisor (*up 10% from 2023*).

Half, **50%** know what a Financial Broker/Advisor is and does.

More than 2 in 5, **41%** have used a Financial Broker/Advisor to help with almost half (*up 6% on 2023 levels*) consulting them at least once a year or more often.

45% of men, **38%** of women use a Financial Broker/Advisor.

35% of those who sought financial advice rate their financial security as 8 or higher (*up 10% from 2023 study*) compared to **19%** of those who have not sought advice.

A Financial Broker/Advisor is still the most trusted source for finance available at **30%** by comparison to an accountant **16%**; friends/family **14%**; Life/Pensions firm **14%**; Bank **11%**; Online research **9%**; Independent commentators **5%**

51% feel more confident that they are in control of their finances after having sought financial advice.

Almost 1 in 4, **24%** say they are financially better off as a result of using a Financial Broker/Advisor

Almost

9 in 10

89% have heard of a Financial Broker/Advisor

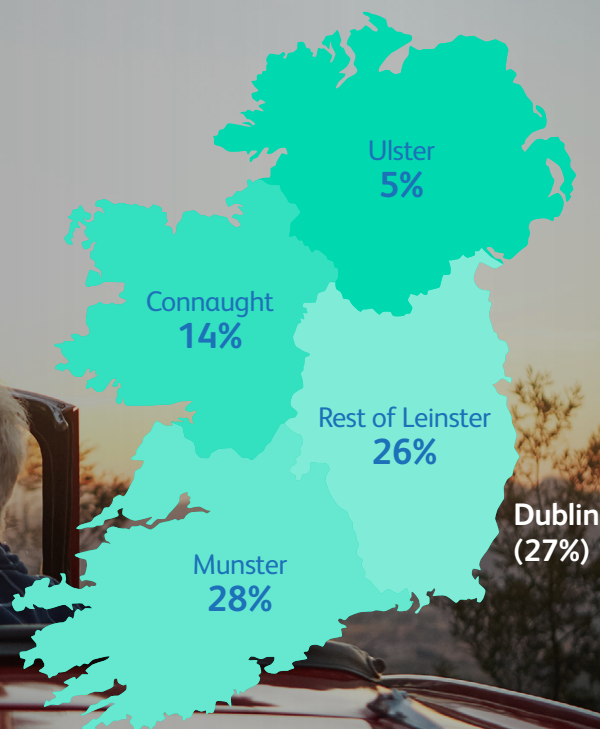
AGE PROFILE

Age of respondents

18-24	25-34	35-44	45-54	55+
11%	18%	21%	18%	32%

Regionally there is a relatively even split among those who use financial advice including Dublin (27 %), Rest of Leinster (26 %), Connaught/Ulster (19 %) and Munster (28 %).

- Retired adults **41%** are more likely to have consulted a Financial Broker/Advisor
- **31 years** - the average age that respondents start saving into a pension plan
- **46%** of those in employment use a Financial Broker/Advisor with **47%** earning an income between €60-€80,000



46%
of those in
employment
use a Financial
Broker/Advisor

THE PATH TO FINANCIAL FREEDOM

A Financial Broker/Advisor can help to provide valuable and strategic guidance through life events, ensuring the very best outcomes possible are achieved.

Life is a continuous journey of transitions, from marriage and homeownership to educating children, managing illness, planning for retirement, coping with loss, and caring for loved ones. Each stage brings financial challenges and responsibilities that must be carefully managed. Furthermore as we age, our financial needs grow more complex, our obligations increase, and time becomes more limited.

A Financial Broker/Advisor can help to provide valuable and strategic guidance through these life events, ensuring the very best outcomes possible are achieved.

- 1 in 3, **33%** of retirees who did not seek financial advice regret not preparing more for retirement compared to **28%** who did seek financial advice
- **45%** of pension holders feel confident about financial security in retirement
- Almost **7%** of those who did not seek financial advice say they should have consulted a Financial Broker/Advisor
- **10%** of those who consulted a Financial Broker/Advisor stated that they should have retired earlier, compared to **5%** of those who did not seek financial advice

45%
of pension holders feel
confident about financial
security in retirement

THE POWER OF FINANCIAL ADVICE

€147,000

is the average life assurance value for those who seek advice compared to €105,599 who do not - 39% difference

Do you own any of the following products?

	Use a Financial Broker/Advisor	Don't Use	% Difference
Pension	72%	39%	84%
Life Assurance	52%	29%	79%
Mortgage Protection	37%	20%	85%
Specified Illness Cover	24%	10%	140%
Income Protection	24%	8%	200%

The research findings highlight a significant difference in the number and value of financial products held by individuals who receive professional advice. These individuals also exhibit greater financial confidence, reinforcing the importance of expert guidance in enhancing their financial knowledge and overall well-being. One of the greatest benefits of working with a Financial Broker/Advisor is the impact of getting your financial life under control and enhancing your overall financial wellbeing.

- 72% of those who receive financial advice have a pension, compared to just 39% of those who do not.
- The gap is also evident across other financial products where those who have sought financial advice have higher 'protection' ownership rates.
- The average level of life assurance is €147,000 for those who seek financial advice compared to €105,599 for those who do not seek advice, a 39% difference.
- 52% males/51% females who sought advice have life assurance cover by comparison to 29% males/28% females who did not seek advice.

This highlights that individuals who seek financial advice are better advised and protected through access to serious illness cover, life insurance, and mortgage protection. By seeking expert guidance, they can secure tailored financial products, minimise personal risk, and achieve greater financial stability and peace of mind during uncertain times.

BUILDING WEALTH AND GROWTH

Total Savings and Investments (Exc. Pension and Property)

Without the benefit of expert guidance, individuals may make impulsive or uninformed financial decisions that could impact long-term wealth.

The benefits of working with a Financial Broker/Advisor for savings and investments are significant, as highlighted in this year's survey findings. Without the benefit of expert guidance, individuals may make impulsive or uninformed financial decisions that could impact long-term wealth. Building a strong savings/investment portfolio is about more than just chasing returns—it's about risk management, diversification, and aligning with long-term goals.

A Financial Broker/Advisor can help clients set clear priorities, so that individuals can make informed choices, optimise their resources, and achieve financial security.

Those who sought advice
have an average of

€93,547
in savings and investments,
compared to

€54,618
for those who did not

71% difference

- Individuals who sought financial advice have an average of **€93,547** in savings and investments, compared to **€54,618** for those who did not—**71%** difference.
- Notably, financially advised individuals have seen significant savings growth in their savings/investments over a four year period, with a **29%** increase since 2023, and an **11%** rise since 2021. This compares to a lesser **22%** and **2%** growth respectively, among those without financial advice.
- When selecting savings or investment options, **90%** of respondents identified having a secure and trustworthy provider as the most important factor, followed closely by achieving a good return on their money **88%**.
- **78%** of respondents who sought financial advice, rate easy access to money and a wide choice of investment/savings products as their top two criteria when choosing a product.
- For those who sought advice, male saving/investment amounts average at **€106,837** while female average **€77,236**. Compared to those without advice, male saving/investment amounts average **€70,673** and women average **€39,940**.
- **40%** males/**30%** females who sought advice feel financially secure by comparison to **22%** males/**15%** females who did not seek advice.

EMPOWERING YOUR PENSION POTENTIAL

As people mature, retirement planning naturally becomes a top financial priority.

€127,796

is the average pension pot for those who seek financial advice compared to **€87,275** for those who don't **46% difference**

72%

who sought advice own a pension

VS.

39%

who did not

Individuals increasingly seek guidance on how best to invest their money to build a sustainable retirement fund or 'nest egg' that will support their desired lifestyle in later years. This often includes understanding pension options, maximising tax efficiencies, and ensuring long-term financial security through smart, tailored investment strategies.

- **72%** of those who seek financial advice own a pension by comparison to **39%** of those who did not seek financial advice - **84%** difference.
- The average pension pot is valued at **€127,796** for those who seek financial advice compared to **€87,275** for those who have not. This represents a **46%** difference and indicates that those who seek financial advice are more financially prepared for retirement.
- More than 3 in 5, **62%** who have sought financial advice are aware of a cash lump sum pension entitlement on retirement, compared to only **34%** who have not sought advice.
- For those who have sought advice, male pension pots average at **€154,718**, female pension pots average **€87,236**. Compared to those without advice, male pension pots average **€120,426** and women average **€52,070**.
- **53%** males/**31%** females who sought advice feel confident in their security in retirement by comparison to **27%** males/**16%** females who did not seek advice.

IMPROVED FINANCIAL SAVVY

The report highlights that individuals who seek financial advice demonstrate significantly higher levels of financial awareness.

The survey findings reinforce the link between informed financial decision-making and improved financial outcomes. The report highlights that individuals who seek financial advice demonstrate significantly higher levels of financial awareness and, as a result, enjoy greater financial gains over time. In contrast, those who do not receive advice tend to lag behind on comparable financial milestones such as savings growth, tax entitlements, pension incentives and long-term financial security.

51% feel more confident and in control of their finances having sought advice

Being well-informed enables individuals to make more strategic, confident choices that helps to foster a more proactive approach to planning for the future.

- **38%** of those who sought advice say **40%** is the highest tax relief or government top-up when saving into their pension, compared to **16%** who have not sought financial advice.
- Awareness of the tax efficiency of pensions is notably higher among those who seek financial advice, with **62%** demonstrating an understanding compared to just **31%** of those who do not. Once again, this highlights the value of professional guidance in enhancing financial knowledge.
- **62%** who have sought advice are aware of the cash lump sum pension entitlement on retirement, compared to only **34%** who haven't sought advice, suggesting that pension benefit knowledge is **28%** higher in those who seek financial advice.
- 3 in 5, **60%** who sought advice use additional voluntary contributions (AVCs) or pension top-ups when saving into their pension compared to **25%** of those who have not sought financial advice.
- More than half, **51%** feel more confident and in control of their finances having sought financial advice with **24%** saying they are financially better off as a result.


NO GOING BACK

Retired & Reassured

Financial Brokers
help retirees manage
withdrawal strategies.

As retirement approaches, those who have received financial advice feel more confident, have fewer regrets, and are better prepared and in control of their financial future. Financial Brokers help retirees manage withdrawal strategies, ensure tax-efficient drawdowns, and adjust investments to balance growth, security, and liquidity. They also provide guidance on inheritance planning, ensuring wealth is transferred efficiently while minimising tax liabilities for beneficiaries.

- 1 in 3, **33%** of retirees who did not use a Financial Broker/Advisor stated that their biggest regret is that they should have prepared more for retirement. **7%** of these say they should have consulted a Financial Broker/Advisor.
- **22%** of those who sought financial advice said they should have started a pension earlier, compared to **21%** of those who didn't seek advice.
- **46%** of respondents site confidence in having financial security in retirement (**+13%** on 2023 report) having sought financial advice compared to **22%** who haven't. For those who haven't sought advice this figure is down by **10%** from 2021, while those who have sought advice is up **9%** since 2021.



46%

of respondents site
confidence in having
financial security in
retirement

GREENER GAINS

Investing in a
Sustainable Future

42% of those who have received financial advice are likely to consider sustainable investing.

Those who have sought professional financial advice are significantly more likely to understand the principles of sustainable investing and to consider ESG factors in their financial decisions. This growing awareness among advised individuals highlights the role of financial advice in not only supporting better individual outcomes, but also advancing broader societal goals through more responsible investment choices.

Financial Brokers help clients define their sustainability preferences, understand available opportunities, and integrate responsible investment strategies into their portfolios.

- Almost 2 in 3, **66%** of those who have sought financial advice have at least some knowledge of sustainable investing by comparisons to 2 in 5, **39%** of those who did not seek financial advice.

- **42%** of those who have received financial advice are likely to consider sustainable investing, compared to just **23%** of those who haven't.

Knowledge of Sustainable Investing

	Use Financial Advice	Don't use Financial Advice
Yes, I know a lot	14%	2%
Yes, I know something	32%	15%
Yes, I know a little	20%	22%
No, I don't know	34%	61%

GREATER FINANCIAL CONFIDENCE

41% have used a Financial Broker/Advisor, marking a **3%** increase from 2023.

Using a *Financial Confidence Index*, **35%** of respondents who sought financial advice, rate their financial security on the higher range of the scale (8-10) compared to **19%** of respondents who did not use financial advice on an equivalent rating.

Over half of respondents **51%** feel more confident in their financial control after consulting a Financial Broker/Advisor, with nearly 1 in 4, **24%** reporting they are financially better off as a result.

41% have used a Financial Broker/Advisor, marking a **3%** increase from 2023. Nearly half, **45%** of those who consult a Financial Broker do so at least once a year.

‘Explaining charges and product features in simple English’ and ‘comparing market for best product/ **performance**’ (both **86%**) are the top considerations cited when engaging with a Financial Broker/Advisor. This is followed by ‘developing a solid financial plan for the future’ (**85%**) and ‘a high level of personal service’ (**84%**).

78% of those who seek financial advice rate easy access to their money as important or very important, while **90%** stated that having a secure and reputable provider that they can trust with their money is important or very important to them.

3 in 4, **74%** say they are very/quite satisfied with their Financial Broker/Advisor helping them make the best choice of policy or investment to suit their needs.

51%

feel more confident in their financial control after consulting a Financial Broker/Advisor

Confidence in being Financially Secure in Retirement

	Use Financial Advice	Don't use Financial Advice
Very Confident	46%	22%
Worried	23%	42%

CONCLUDING INSIGHTS

The Power of Financial Advice

The advantages of engaging with a Financial Broker/Advisor are evident.

Based on these research findings, it is clear that those who receive financial advice are more likely to achieve greater personal financial benefit, particularly in areas like pensions, saving/investment, and protection services, compared to those who do not. Working with a Financial Broker/Advisor not only helps individuals reach their long-term financial goals but also ensures their day-to-day financial well-being is managed in a proficient, structured way, leading to optimal results for both their current and future financial standing.

As the financial landscape continues to evolve, the expertise of Financial Brokers/Advisor remains invaluable. Their ability to provide tailored solutions, navigate complex financial markets, and offer independent advice positions them as indispensable partners in financial planning. Seeking advice from a Financial Broker/Advisor is not just about maximising returns and accessing tax efficient products. It is also about the emotional well-being that comes from financial clarity, confidence, and freedom. A Financial Broker/Advisor provides expert insights, guiding clients through complex decisions with well-structured plans that mitigate risks and align with personal goals.

The advantages of engaging with a Financial Broker/Advisor are evident. Regular financial advice and checkups provide the opportunity to address both immediate financial needs and long-term retirement plans, while protecting against unexpected challenges. This approach ensures a smoother, more comprehensive journey toward future financial freedom and security.

Individuals can gain:



Improved
financial protection



More valuable savings
and investments



Enhanced pension
fund upon retirement



Improved financially
confidence and stability



Greater understanding of
financial products, offerings,
and sustainable investing

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**FINANCIAL
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