



# Your route to a rewarding career

Make the move today and join Ascot Lloyd  
for a fulfilling career as a financial adviser



Ascot Lloyd  
Financial Adviser Academy



“Financial Services offers a career path that can be hugely fulfilling – personally, professionally and financially. At Ascot Lloyd, we will equip our Associate Advisers with the best training and resources possible to enable them to succeed.



We want to encourage talented individuals to get in touch to find out more about this career change opportunity with tremendous long-term prospects.”

**Cath McVey**  
Ascot Lloyd HR Director



Looking for a new career path that's personally, professionally and financially rewarding?

Email us to register your interest and find out more.  
**[adviseracademy@ascotlloyd.co.uk](mailto:adviseracademy@ascotlloyd.co.uk)**

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# A career with long-term prospects

The need for financial advice is greater than ever.

Rising living costs exacerbated by challenging national and international economic factors have increased money worries and confusion for millions of people.

Meanwhile, our industry is facing a talent crisis.

UK consumers already suffer from limited access to financial advice as the demand for good quality, independent advice outstrips supply. This situation is only going to get worse as a generation of experienced advisers approach retirement.

Ascot Lloyd is one of the fastest-growing national financial advice firms.

Our knowledgeable advisers support over 20,000 clients, delivering independent financial advice both face-to-face and virtually.

We're hiring a new generation of customer focussed advisers to help our clients achieve their goals.

Our very own Financial Adviser Academy will provide learning and development for the next generation of advisers, and provide them with the tools for success.



# The role of an IFA at Ascot Lloyd

To build strong, trusted relationships and provide quality advice to help our clients achieve their financial goals.

As an Ascot Lloyd Independent Financial Adviser (IFA), you'll enjoy working with clients across all life stages, helping them plan for life's big moments. Professional knowledge and advice skills gained during our Academy training programme will equip you to advise across a range of areas such as retirement planning, mortgage protection or inheritance tax planning.

Relationship building skills are just as important as technical knowledge. Conversations vary every day as each client will have their own unique set of personal and financial circumstances. As an Ascot Lloyd adviser, you'll be supported by experienced admin and paraplanning teams, tax specialists and a close network of peers.



"We have an in-depth conversation to understand and then prioritise our clients goals. We'll go through everything in detail, as we often help in ways the client may not have even thought about. The satisfaction comes from helping clients achieve those

life goals, such as realising they're in a position to retire earlier than they expected."



**Mark Sleeman**  
Ascot Lloyd IFA



“This role is about helping people who really need your advice by forming long-term relationships with them. No two days are the same. I like the freedom the role offers and the challenges of not knowing what I’m going to walk into. Most importantly, it’s about seeing the difference I can make to my clients lives.”



**Will Diggins**

Ascot Lloyd IFA

“The most rewarding aspect of my role is helping clients to achieve financial security and peace of mind. Every client is different and I enjoy helping them navigate their unique journeys, building lasting relationships along the way.”



**Ree Josh**

Ascot Lloyd IFA

# Why join Ascot Lloyd?

**An employed training route into a fantastic new career.**

Our structured 12-month Academy programme has been designed to fully equip you with the qualifications, knowledge and commercial acumen for a career as an Ascot Lloyd IFA.

**A structured and supported pathway to success.**

The early stages of our Academy will support you in gaining the necessary professional qualifications to empower you to deliver financial advice to clients. You'll then progress into the advice and commercial skills phase of our programme which prepares you for a successful and fulfilling long-term career as an Ascot Lloyd IFA.

**Marketing and business development support.**

We'll support you in building your client bank. You'll receive plenty of marketing and business development resources and support.

**Professional development.**

We also continue to develop our advisers with examination support through to Chartered status and beyond.

**A supportive environment where everyone can achieve exceptional results.**

Ascot Lloyd is a fun place to work, where people feel inspired, motivated and supported.



"In my role, I'm fortunate to speak with all of our applicants and work with them as they progress through our training programme. I'm passionate about attracting and retaining diverse and talented individuals, who will bring their drive and integrity into the work we deliver for our clients."

**Duncan Gregory**  
Head of Academy

## Our commercially-minded training programme stands out in the industry, and here's why...



### Belonging and support from a well established advice firm

The Academy provides access to a wide network of colleagues including experienced advisers, paraplanners, administrators and tax specialists. Shadowing experienced Advisers in client meetings and discussing ongoing cases will offer hugely valuable learning experiences.



### Fully employed status from day one

Our Academy offers full-time employment, giving you immediate access to a generous rewards package including a regular salary, access to a company pension scheme and a generous holiday entitlement.

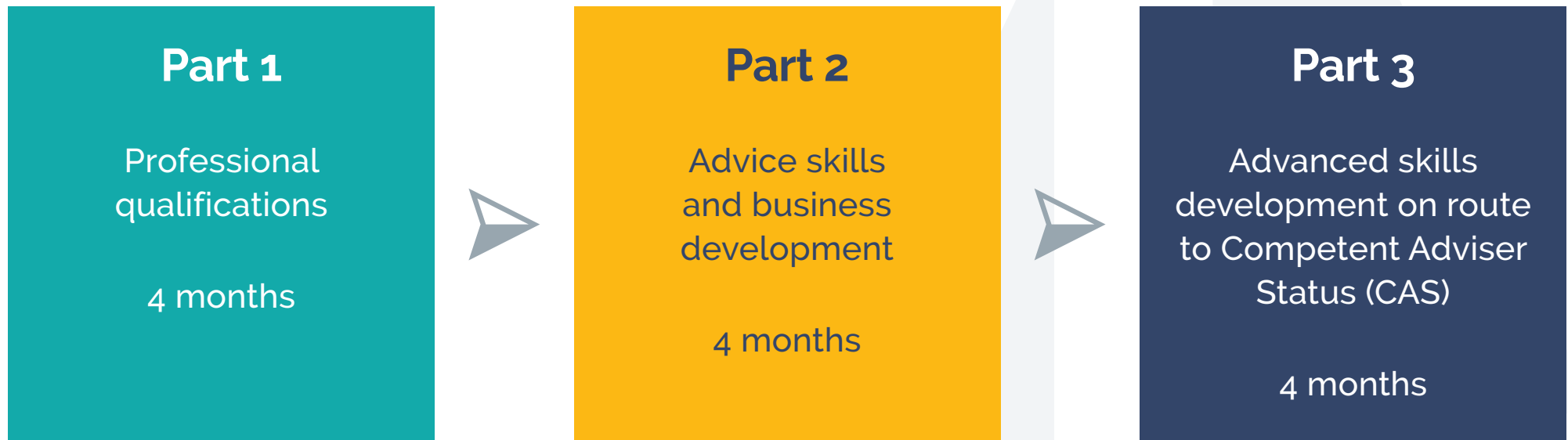


### Plenty of practical training to support your new found technical knowledge

This programme includes plenty of time to practice your advice skills in a safe and constructive environment before setting out to meet with clients.

# A structured path to your new career

Our programme will equip you with the regulated knowledge, advice skills and commercial acumen, which are the foundations for a successful career as an Ascot Lloyd IFA.



Part 1 will mostly be delivered through digital content, supplemented by virtual group meetings. During part 2 there will also be some key 'live events' at our Ascot Lloyd offices. A detailed schedule will be shared with all associate advisers at the start of the programme. Wherever you are, you'll always have access to our supportive and collaborative network within Ascot Lloyd, including course peers and an official mentor.





## Trusted

By being truly independent we can deliver unbiased solutions. We build lasting relationships with our clients and respect everyone we work with.



## Excellent

We aim to exceed our clients' expectations. We implement flexible solutions to ensure they reflect the changing needs of our clients.



## Caring

We care about our clients, our people, our business and the communities around us. We invest in and develop our staff to be the best they can.



## Credible

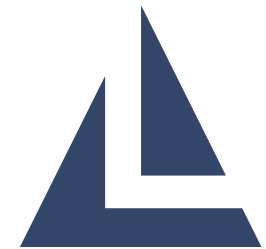
We are committed to preserving the wealth of our clients. We are open and honest with each other to deliver a consistently excellent service to our clients.



## Knowledgeable

We pride ourselves on our commitment to support career development for all our employees. We encourage feedback from staff.

# Our core values



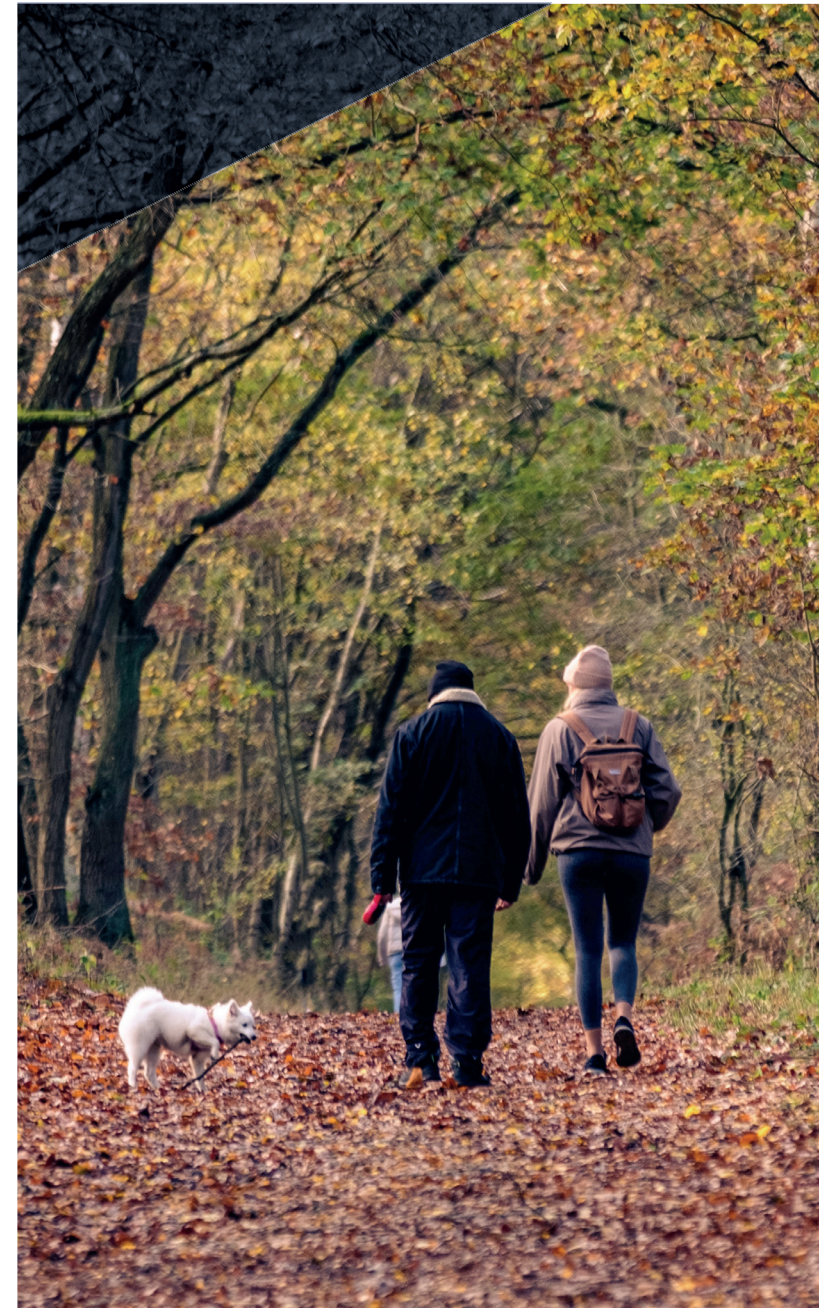
Email us to register your interest and find out more at [adviseracademy@ascotlloyd.co.uk](mailto:adviseracademy@ascotlloyd.co.uk)

# A more rewarding career awaits

If you're interested in joining our Financial Adviser Academy, the first step is to get in touch. To apply, please email us your CV along with an explanation of why you're applying and why you think you'd make a great financial adviser. [adviseracademy@ascotlloyd.co.uk](mailto:adviseracademy@ascotlloyd.co.uk)

## The application process.

- 1 Exploratory discussion about you and about the Academy**  
An opportunity for you to learn more about the structure of the Academy and for us to understand your motivations, strengths and ambitions.
- 2 Building a development plan**  
Self-awareness and self-motivation will be essential to successfully navigate through our Academy programme. We'll help you to build your development plan in readiness for the final interview.
- 3 Final interview**  
To include a competency-based interview, a presentation of your development plan and a client scenario role-play.



Our **REWARDING** framework explains the key traits we look for in potential candidates...

**Relationships** – The ability to build strong, long-term client relationships

**Empathy** – To truly understand your client's needs and goals

**Work ethic** – A desire and a determination to work hard to deliver the best service to your clients

**Ambition** – To build a successful long-term career in financial advice

**Resilience** – To positively work through challenges and embrace change


**Drive** – Self-motivation and desire to succeed in your new career

**Integrity** – In everything that you do

**Nurturing** – To build trust with your clients and support your colleagues

**Growth** – In your continued personal and professional development





“One of the strengths of the Ascot Lloyd IFA Academy that people shouldn’t underestimate is the benefits of training within a cohort.

During my training, I found it really helpful to have someone to talk things through with, in between training sessions, exams or meetings. It’s always really helped to be able to chat everything through and share resources.”



**Natasha Jockel**

Recently qualified IFA, Ascot Lloyd



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