



Kinder considers move to UK as potential for life planning grows

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US financial planning guru George Kinder may relocate to the UK to market his brand of life planning to advisers who he says are ‘eager’ to learn and evolve their businesses.

There are just 10 Kinder qualified advisers in the UK. Kinder said he hoped to expand his reach by moving and working more closely with the Institute of Financial Planning (IFP) and the Personal Finance Society (PFS).

‘I do not have permanent plans right now but have talked to my wife about coming over for a few years,’ said Kinder.

‘Advisers in this country are eager and excited about new possibilities. The UK is at the beginning of life planning and it has the support of the retail distribution review. The country is in a position to develop life planning.’

Kinder said the UK lacked a financial brand that consumers knew could understand them.

He is keen for the Financial Services Authority (FSA) to consider the Kinder model of financial planning as a blueprint for financial advice in the UK. ‘I got the FSA to look at our model and told them it was mentioned in a review in the Netherlands that was like the RDR,’ he said.

Last week in a presentation at the Pims conference, Kinder sought to counter the widespread assumption that financial planners could only serve the rich. He warned planners that until they could offer advice to those on middle incomes rather than just high-net-worth clients, the profession would lack integrity.