IFA: Good afternoon, Alice. Thanks for coming in—nice to meet you. Before we start, a quick rundown: I’m an Independent Financial Adviser, so I can offer you unbiased advice across the whole market—investments, pensions, whatever suits you. My fees are usually 1% of assets I advise on per year, or we can do £200 an hour if you prefer—we’ll agree that upfront. And if anything’s not right, I’ll share my complaints process, and you can escalate to the Financial Ombudsman Service if needed. All good?

Alice Turner: Afternoon! Yeah, that sounds perfect. Let’s get going.

IFA: Great. Let’s kick off with the basics—your age, marital status, and any dependents?

Alice: I’m 30, single, no dependents. Just me for now—though my sister Emma’s getting married soon, so family’s on my mind a bit.

IFA: Oh, a wedding—that’s exciting! Any other big life events for you?

Alice: Yeah, I’m eyeing a bigger home in three to five years—something with space for a proper photography studio. I love snapping pics in my spare time. And maybe more yoga retreats—I’m hooked on those.

IFA: Photography and yoga—nice combo! Do you get out much with the camera?

Alice: Oh, tons—weekends mostly. Last month I did a shoot at the coast—stunning light. Yoga keeps me grounded after work, though—I’m a marketing manager, so it’s full-on.

IFA: Sounds like you’ve got balance. What’s your annual income, and where’s it from?

Alice: I earn £60,000 a year from my marketing job—pretty steady so far.

IFA: And your expenses—what do they look like?

Alice: Around £20,000 a year. Rent’s the biggie, plus living costs, yoga classes, and camera gear now and then.

IFA: Makes sense. Savings or investments—where are you at?

Alice: I’ve got £500,000 total. £300,000 in stocks, £200,000 equity in my flat, and £20,000 in savings.

IFA: Strong start. Any debts?

Alice: Yep, £50,000 student loan—2% interest. Still paying that off.

IFA: Short-term goals—what’s on your radar?

Alice: Clearing that student debt in two years—it’s been nagging me too long.

IFA: Totally get that. Long-term—what’s the vision?

Alice: That bigger home—maybe £800,000—in five years. And just building wealth, maybe enough for more travel photography down the line.

IFA: Ambitious! How do you feel about investment risk? Say, a 10% drop?

Alice: Medium, I’d say. I like growth—I’m into tech stocks via an app—and I can handle some ups and downs.

IFA: So you’ve got some experience. Pension-wise, anything started?

Alice: Not yet. I’ve been meaning to, but it’s still on the to-do list.

IFA: We’ll sort that. Retirement thoughts—when and how much?

Alice: Tentative—maybe 60, with £50,000 a year. Enough for yoga retreats and camera trips.

IFA: Nice plan. Insurance—any cover like life or income protection?

Alice: Just basic health insurance through work. Nothing else so far.

IFA: Any worries keeping you up?

Alice: Job security’s a bit iffy—marketing’s competitive. And interest rates going up could hit my home plans.

IFA: Valid concerns. Tax position—using ISAs or anything?

Alice: I put £10,000 a year into an ISA, but I’m not clued up on other allowances.

IFA: Plenty to explore there. Estate planning—will or inheritance thoughts?

Alice: No will yet. No dependents, so it’s not felt urgent—maybe something for Emma’s kids someday.

IFA: Fair enough. Working with another adviser, or any preferences?

Alice: Nope, just you! I like tech investments—feels familiar—but I’m open to ideas.

IFA: Good to know. One thing—I’ll need to check your identity for anti-money laundering rules. Passport and a utility bill next time?

Alice: Sure, I’ll bring them.

IFA: Perfect. I’ll look at debt clearance, a pension kickstart, and boosting your ISA—maybe tech-focused. You’ll get a suitability report with all the details—risks, costs, why it fits. Questions?

Alice: Nope, sounds spot on. Thanks!

IFA: Awesome. Complaints process is in the welcome pack if you need it. Enjoy your photography this weekend—hope the light’s good!

Alice: Cheers—I’ll let you know if I nail a shot!