IFA: Morning, Ben. Thanks for coming in—great to meet you. Before we get going, a quick intro: I’m an Independent Financial Adviser, so I can give you impartial advice from the whole market—pensions, investments, whatever you need. Fees are typically 1% of assets under advice per year, or £200 an hour if that suits better—we’ll lock that in upfront. And if anything’s off, I’ll share my complaints process, and you’ve got the Financial Ombudsman Service as a backstop. All good?

Ben Patel: Morning! Yeah, that’s fine by me. Ready to chat.

IFA: Perfect. Let’s start with the basics—your age, marital status, and any dependents?

Ben: I’m 35, married to Priya—she’s 34—and we’ve got a two-year-old daughter, Aisha.

IFA: Aisha—what a sweet name! Any big life events coming up?

Ben: We’re thinking about a second kid in two or three years—Priya’s keen. I’m also into cricket, so maybe coaching Aisha when she’s older. Gardening’s my other thing—keeps me calm.

IFA: Cricket and gardening—great mix! Do you play much?

Ben: Yeah, I’m in a local league—weekend matches when I can. Last week I sorted the garden too—new veggie patch. Priya’s thrilled with the fresh stuff.

IFA: Love that—homegrown veg is a win. What are your yearly expenses?

Ben: Around £40,000. Mortgage, childcare for Aisha, and living costs—cricket gear sneaks in there too.

IFA: Fair enough. Savings or investments—what’s your setup?

Ben: We’ve got £800,000 total. £400,000 equity in the house, £300,000 in an ISA, and £100,000 in cash.

IFA: Solid base. Any debts?

Ben: Yep, a £150,000 mortgage—3% interest, 20 years left.

IFA: Short-term goals—what’s top of mind?

Ben: Managing childcare costs—£15,000 a year for Aisha—and building a bigger emergency fund.

IFA: Smart priorities. Long-term—what’s the plan?

Ben: Early retirement at 50, with £70,000 a year. Enough for cricket trips and a nice garden life with Priya and the kids.

IFA: Ambitious! How do you feel about investment risk—a 10% dip, say?

Ben: I’m low-risk. Stability’s key with a family—market drops spook me. I’ve got an ISA with index funds and some ethical ETFs.

IFA: So you’ve got some experience. Pensions—where are you at?

Ben: Workplace pension—£50,000 now. I put in £5,000 a year, and my employer matches 3%.

IFA: Good foundation. Still targeting £70,000 a year at 50?

Ben: Yeah, that’s the dream—cricket and gardening without the grind.

IFA: Any worries on your radar?

Ben: Losing my income would hit hard, and childcare costs keep climbing—Aisha’s nursery isn’t cheap.

IFA: Understandable. Tax-wise—using ISAs or pension relief?

Ben: I max my ISA at £20,000 a year and get pension relief, but I’m not sure about limits.

IFA: We’ll check that. Estate planning—will or inheritance ideas?

Ben: Basic will—everything to Priya, then Aisha. Haven’t updated it since she was born.

IFA: Might be time for a refresh. Another adviser, or preferences for your money?

Ben: Just you now! I like ethical investments—feels right—and simple, safe stuff.

IFA: Got it. Quick note—I’ll need your ID for anti-money laundering rules. Passport and utility bill next time?

Ben: Sure, I’ll grab those.

IFA: Brilliant. I’ll look at income protection, retirement projections, and ethical funds—keeping it safe. You’ll get a suitability report with risks, costs, and why it fits. Any questions?

Ben: Nope, sounds great. Cheers!

IFA: Awesome. Complaints info’s in the welcome pack if needed. Enjoy your cricket this weekend—hope you score a few runs!

Ben: Thanks—I’ll let you know if the veggies turn out too!