Consumers Think It’s Easy, Financial Advisors Say Otherwise

Advisors Know it’s Not Easy
There is a significant disconnect between advisors and consumers when it comes to the perception that saving and managing money is easy.

- 84% of consumers find it easy to spend money.
- 78% of advisors find it easy to spend money.
- 88% of consumers find it easy to save money.
- 39% of advisors find it easy to save money.
- 30% of consumers find it easy to manage money.
- 60% of advisors find it easy to manage money.

Bridging the Gap
Financial advisors believe clients would benefit from increased cash flow management, which for many people isn’t something that’s seen as important. In particular, nearly half of advisors agree that clients with a mismatch between spending and their overall goals would benefit most from cash flow management.

Benefits to Clients
The benefits of cash flow management and budgeting are significant, according to advisors, with 96 percent agreeing that clients become more confident and secure about their financial futures.

Challenges of Cash Flow Management
Developing a budget and performing cash flow exercises can be a challenge. Clients often withhold data, provide inaccurate information or are unwilling to adjust habits.

Cash Flow Critical
Advisors continue to see it as a critical component to successful financial planning, with three-quarters of firms providing some form of cash flow management, and more than half including it in a client plan all or most of the time.

- 3 out of 4 firms currently provide cash flow management to clients.
- Little more than half of firms provide cash flow management on a regular basis.