

# A moving story of multi-tieds

IFAs stay longer in their current roles but multi-tied are keeping mobile

By Will Henley

More than half (57 per cent) of IFAs have spent no more than three years in their current job and 23 per cent have been in their existing role for less than a year.

At the same time, 25 per cent of IFAs proved loyal to their current position for more than five years, with eight per cent having held the same position for more than 10 years.

Multi-tied advisers, however, proved to be the sector with the highest levels of mobility compared with other financial services workers, with 78 per cent spending less than three years in their existing position.

Just 3 per cent of multi-tied advisers have worked in their role for more than 10 years.

Meanwhile, those working for bancassurers appear most likely to stick with their current role, with 40 per cent having occupied the same position for more than five years.

Churchouse Financial Planning director Keith Churchouse says the high level of turnover for IFAs can be attributed to the poor recruitment policies and employment conditions of many companies.

He says: "Organisations often persuade people that the grass is greener on the other side, promising higher bonuses or commission in addition to a good salary.

"The first year involves getting to know the organisation, the second building the client base but in the third year your income plateaus out.

"When people look at them more closely, they realise that the bonus package criteria can be very stringent, with so many conditions to meet that they don't receive what they thought they would."

As a result, staff start looking to move elsewhere. "It's counter logical to offer these packages," says Churchouse.

"If pay structures were more simplistic and transparent then there might be a lower turnover in staff," he says.

Conversely, as financial advisers set up their own businesses, mobility in the profession reduces.

MM Financial Management managing director Miles Moseley, who has run his own business for the past 17 years, says: "You become unemployable. Once you are in charge of a business, it is very difficult to move on to another role as few roles will match the same income."

