



Case Study

Real estate consultants Cushman & Wakefield recognized the benefit that could be passed to employees by providing financial advice to help them with their own personal finances. As a firm of fully independent, fee-based advisors, clarity was asked to help.

The company takes advantage of the £150 tax break on pensions advice, which is provided as an optional forty-five minutes of one to one advice with a clarity advisor through their flexible benefits program. This advice is augmented by full access to clarity's web-based services. Through a dedicated website, individuals are able to make use of a series of calculators for mortgages, investments and pensions. There is also a transaction service for ISA, PEP transfers and Unit Trusts (including OEICs), which is offered at nil initial commission. This service allows individuals to plan an overall financial strategy and make better Flex choices as a result.

Cushman & Wakefield recognized that another employee group, **new starters**, would greatly benefit from some initial pensions advice as they embarked on their new careers. This improves their understanding of the pension benefit on offer and has increased take up rates. Feedback from the employer is such that new joiners appreciate this advisory package and it enhances the employee impression of the firm.

Helen Ingram of clarity said "Everyone likes to discuss their benefits with someone outside of the employer arena. It allows for the perceived "stupid questions" that most people have but, importantly, it gives everyone a chance to sort out their pensions strategy."

Ben Marks of Cushman & Wakefield, who has worked hard to promote the service said, "In the context of a more complex financial world, the addition of financial advice to our Flexible Benefits and new joiner packages has proved most valuable to our employees. It has allowed them to make more appropriate financial choices and to better value the benefits we work hard to provide".