

FINANCIAL DIRECTIONS

Viv King is the Principal of the VKPFA and Financial Directions and has over 30 years experience in the Financial services industry. Viv has worked in banks as an adviser, Insurance companies as a consultant and as an Independent Financial Adviser (IFA).

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Financial Directions offers *Financial Advocacy Services* in relation to every aspect of your personal monetary life!

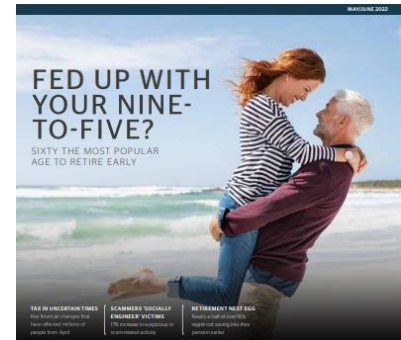
Guidance, support and administration for your personal financial needs; **savings, pensions, insurance and borrowing.**

In addition, we can help with the legal side of your family's finances; **Estate planning, WILLS, Power of Attorney and Probate.**

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FINANCIAL DIRECTIONS
MAGAZINE

By Subscription



The Role of a Financial Advocate

The role of a financial advocate is to offer independent guidance and assist clients to understand appropriate information and financial services.

The advocate will ensure a person has the tools to make an informed decision.

It is also about supporting the person to make wise choices.

In short, the financial advocate supports clients to gather, understand and process information and advice they are given.

What does an advocate do?

The role of the advocate also depends on your situation and the guidance you want. But they are there to support your choices.

A Financial Advocate will:

- listen to your views and highlight areas of shortfall.
- help you explore your options.

- provide information to help you make informed decisions.
- help you contact relevant companies or contact them on your behalf.
- support you in meetings, appointments and financial administration.

The support of a financial advocate may be particularly useful when you might not feel confident.

They can:

- ensure you raise all the questions you want to ask.
- make sure all the points you want covered are examined.
- explain your options and help you prioritise your course of action.

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