



# Personal financial counselling for everyone

**WTW is seeing an increasing demand for impartial financial counselling and is helping more and more private clients to achieve a better return on their savings and lower prices on their loans.**

*By Martin Wex*

Personal financial counselling is not for the few, but for the many. This is the guiding principle at WTW, which has created a private client department with a mission to help ordinary Danish employees to make the most of the money they earn and save.

»If you have a lot of money, there is no shortage of counselling offers from banks and private advisors. We want to extend the offer of personal financial counselling to ordinary employees, because even if you only have limited savings, you can still benefit greatly from impartial advice that is focused solely on what is best for you,« says Executive Director Allan Garde from WTW.

In just two years, WTW has gained more than 1,100 private clients and today manages more than DKK 2 billion on their behalf. The funds are invested through the five commercial pension companies – AP Pension, Danica Pension, Nordea Pension, PFA and Velliv – where WTW can offer terms and conditions on private savings that most Danes only have access to through their company pension plan.

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Worrying about personal finances is one of the biggest stress factors

**Allan Garde**  
Executive Director, WTW

»We provide personalized solutions that are tailored to the individual client's needs and wishes. These solutions not only give them a healthy return, but also reduce their administration and management costs. This adds up to a lot of money over the course of a working life, and the extra money can help make retirement much more secure and comfortable,« says Allan Garde.

WTW's advice is not only focused on savings, but also on spending when you start using your savings after retiring. Pensioners need advice on how to use their savings in the most optimal way in relation to

tax and public pensions, but they also still need to earn a decent return on their remaining savings.

## Counselling on daily finances

Personal financial wellbeing is not just about pensions, where WTW is the expert, but also about day-to-day finances. That is why WTW has partnered with Konsilium21, who can provide advice on home finances, which is often the largest expense item in the budget – and therefore also offers the best opportunity to achieve substantial savings.

»Our personal financial counselling has two primary purposes: to ensure that our clients achieve the greatest possible disposable income now and in the future – and to provide the best possible wellbeing in

everyday life. Worrying about personal finances is one of the biggest stress factors, so counselling is not only important for the individual, but also for the employer, who gets an employee who is better able to focus on the tasks at hand,« says Allan Garde.

WTW and Konsilium21 offer personal financial counselling directly to individuals, but also indirectly to companies that want to give their employees access to personal financial counselling as part of their employee benefits. The concept is called Financial Wellbeing and includes at least two days a year when the counsellors are present in the company, webinars on current personal finance topics, newsletters with relevant knowledge and information, and access to a hotline that employees can call to get answers to their personal finance questions.

Contact WTW to find out more about how WTW and Konsilium21 can contribute to your or your employees' personal financial wellbeing.