UK Wealth Newsletter

Market Overview: August

August has traditionally been one of the quieter periods in the wealth recruitment market, with annual leave and summer breaks naturally slowing hiring activity. This year, however, the market has remained more resilient than expected.

While activity has not necessarily accelerated at the pace we typically see later in the year, conversations have continued around salary benchmarking, progression, flexibility and future hiring plans.

We're also seeing a noticeable increase in people using the summer months to take stock of where they are in the market. Our 2026 Wealth Management Recruitment & Salary has seen a strong increase in downloads, while both candidates and clients are coming to us to sense-check whether their current salary or hiring proposition remains competitive.

As we move towards September and October, these conversations are likely to become increasingly important. For candidates, the quieter summer months provide an opportunity to consider whether they are where they want to be before the market becomes busier. For employers, it's an opportunity to review salaries, retention and future hiring needs before the autumn rush.

The market may be quieter, but there is plenty happening beneath the surface.

Alex Russon - Divisional Director

Monthly Insight

Using the Summer Months to Stay Competitive in the Market

The summer months can be a useful opportunity to step back and take stock.

For many of the candidates we've spoken to recently, that means asking a relatively simple question:

"Am I being paid what I'm worth in today's market?"

We've seen a noticeable increase in downloads of our **2026 Wealth Management Recruitment & Salary Guide**, alongside more conversations with candidates wanting to understand how their salary compares with the wider market.

We're seeing the same from employers. Clients are increasingly using salary benchmarking to understand whether their current packages are competitive enough to attract and retain the talent they need, particularly in areas where experienced professionals remain in short supply.

It's not just about salary

While salary remains an important part of the conversation, our consultants are seeing candidates increasingly consider the whole employment proposition.

Progression, flexibility, benefits, development opportunities and long-term career prospects are all influencing decisions about whether to stay, move or engage with a new opportunity.

The strongest propositions are those that combine competitive remuneration with a clear reason for someone to build their career with the business.

Why August is a Good Time to Review

The quieter summer period can provide an opportunity to have conversations before the market becomes more competitive in September and October.

For employers, that could mean:

- Reviewing salaries against current market rates
- Checking whether your benefits remain competitive
- Identifying upcoming hiring requirements
- Speaking to existing employees about progression and retention
- Reviewing succession and future talent needs

For candidates, it could mean:

- Benchmarking your current salary
- Reviewing your career progression
- Updating your CV
- Understanding what opportunities are available
- Starting conversations before you're ready to make a move

Understanding where you stand in the market, whether you're an employee or a wealth professional, puts you in a stronger position to make an informed decision.

Salary Data

The UK Wealth Salary Snapshot: Has the Market Changed?

Over six months on from publishing our UK Wealth Management Recruitment & Salary Guide, have the salaries changed?

We have collated and updated a smaller salary guide for our top roles that we recruit for across our regions.

South West Salaries

Job Title	Low	Average	High
Financial Adviser	£55,000	£65,000	£85,000
IFA Administrator	£28,000	£35,000	£40,000
Junior Paraplanner	£30,000	£35,000	£45,000
Paraplanner	£35,000	£45,000	£65,000

Midlands Salaries

Job Title	Low	Average	High
Financial Adviser	£45,000	£60,000	£80,000
IFA Administrator	£28,000	£30,000	£35,000
Junior Paraplanner	£30,000	£34,000	£38,000
Paraplanner	£38,000	£42,000	£50,000

North Salaries

Job Title	Low	Average	High
Financial Adviser	£55,000	£60,000	£65,000
IFA Administrator	£25,000	£30,000	£33,000
Junior Paraplanner	£25,000	£38,000	£40,000
Paraplanner	£35,000	£40,000	£45,000

London Salaries

Job Title	Low	Average	High
Financial Adviser	£50,000	£70,000	£90,000
IFA Administrator	£33,000	£35,000	£38,000
Junior Paraplanner	£35,000	£38,000	£42,000
Paraplanner	£45,000	£50,000	£55,000
Senior Paraplanner	£55,000	£60,000	£65,000
Senior IFA Administator	£38,000	£40,000	£45,000

South East Salaries

Job Title	Low	Average	High
Financial Adviser	£40,000	£65,000	£90,000
IFA Administrator	£27,000	£35,000	£42,000
Junior Paraplanner	£30,000	£35,500	£41,000
Paraplanner	£35,000	£45,000	£50,000
Senior Paraplanner	£40,000	£50,000	£60,000
Senior IFA Administator	£34,000	£42,000	£48,000

As conversations around salary benchmarking have increased throughout the summer, we're seeing both candidates and employers using our 2026 guide to sense-check their position and understand where the market is moving.

Eden Rose Data

Our Monthly Highlights

August was another positive month for the team, reflecting the continued momentum we're seeing across the market.

40%

increase in billings in August compared to the same period last year

39%

increase in number of business this month versus last month

Sophie Staples billed 132% against her target in new business

Cole Telford was our **top biller** for August billing 322% against his target for new business

Jack Dallimore billed 227% against his target in new business

EDEN ROSE

Eden Rose UK

Our Summer Summary

Summer may traditionally bring a slowdown in recruitment, but it certainly hasn't been quiet for the Eden Rose team.

The Market

We've continued to see successful placements across adviser, paraplanning and wealth support, despite the seasonal reduction in activity.

As Cole Telford put it, the market has remained "resilient", with hiring activity holding steady despite the usual summer slowdown.

Salary Conversations are Increasing

One of the biggest themes of the summer has been salary benchmarking. Candidates and clients alike have been using the quieter months to understand where they sit against the market, with our salary survey becoming an increasingly useful reference point.

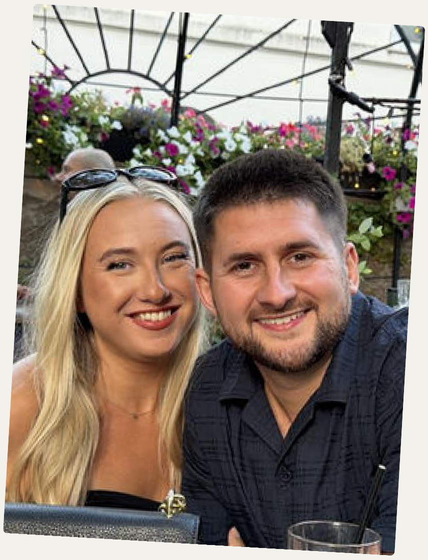
The Team

It's also been a busy summer internally.
We've welcomed Anthony Norman to the team, with Alex Russon highlighting his progress as a grassroots hire after already making his first placement.

The team also celebrated together with a summer social event in Bristol, while colleagues have been making the most of the summer outside work too – from festivals and holidays to fitness, football and plenty of time outdoors.

Summer Milestones

- Our team consistently billed over their targets for new business
- Ameliah recorded a new personal best month
- Anthony Norman made his first placement
- And, as Lewis Chambers put it, there was even time for a trip to New York



Consultant Corner

Our Opinions on the Market

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Lewis Chambers:
Annual Leave.
Salary isn't always the biggest driver for candidates, it's always part of a bigger picture. Conversations I've had recently have shown how technology infrastructure is becoming increasingly important too. Looking ahead, I expect adviser roles to become increasingly focused on new business, with AI and technology continuing to reshape the role of Paraplanners.

Cole Telford:
Resilient.
Despite the traditional summer slowdown, hiring activity has remained steady. Candidates are increasingly looking for firms with strong succession plans and long-term stability. Clients who can clearly articulate culture, development, and career pathways are consistently attracting the strongest talent. Candidates are focused on future potential rather than immediate gain.

Jack Dallimore:
Out of Office.
Salary benchmarking has been a major part of conversations this summer, with some candidates surprised to discover they're being paid below current market rates. Performance incentives need to increase for both advisers and paraplanners as admin teams gradually reduce, particularly to retain Chartered Paraplanners and top new business advisers. Progression and flexibility remain important too, particularly for junior professionals and experienced Paraplanners.

Alex Russon:
Frustrating.
Candidates are increasingly looking for progression and recognition, while employers need to think beyond simply offering the minimum. A strong salary is important, but the overall experience of joining a business matters too. Even something as simple as a thoughtful welcome can make a difference.

Jake McNally:
School Holidays!
Pay and flexibility continue to be important drivers for candidates, but progression and development remain just as significant. I'm also seeing firms become more selective about experience as they look to make sure new hires can deliver at the level expected.

Anthony Norman:
Slow.
There's still a clear divide between businesses embracing hybrid working and those wanting a full-time office environment. Firms that remain rigid risk missing out on some of the strongest talent in the market, particularly as expectations around flexibility continue to evolve.

EDEN ROSE

Eden Rose UK

Eden Rose is a boutique legal, wealth and technology services talent agency, committed to putting people at the heart of everything we do. From our Bristol and London offices, our specialist teams support organisations and professionals across the UK, combining deep sector expertise with a truly international outlook.

Focused, relationship-led and globally connected, we help our clients and candidates build for the future with confidence.

Want to know more?

Get in touch with us via the contact details below, and one of our team will be in touch to discuss how we can assist you with your goals.

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