Old Mutual Personal Finance & FAnews

COFI readiness

What South African advisers are telling us

Insights from the industry survey

129 respondents **1–11 September 2026**

Awareness has yet to become structured preparation

Executive summary

62.4%

follow COFI fairly or very closely

16%

are very confident about the implications for their business

23.2%

have started formal preparation

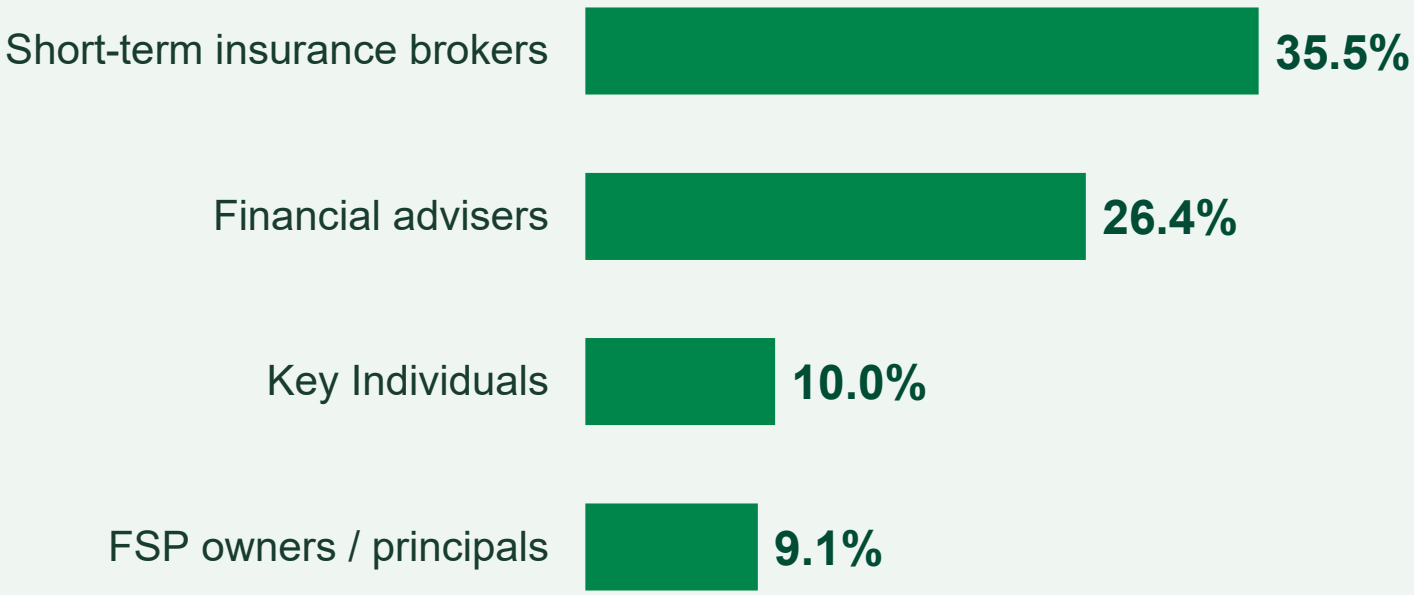
The central finding

Respondents are engaged with COFI, but many still need practical detail to turn awareness into a structured readiness plan.

Clear guidance and tools for smaller practices feature strongly in the support respondents want.

Who responded?

Selected roles



64.5%

work in independent advice practices or brokerages

51.2%

operate alone or in firms with 2–5 advisers

The survey also includes compliance professionals and other industry stakeholders. Selected roles shown do not sum to 100%.

Awareness is high. Practical confidence is limited.

62.4%

follow COFI fairly or very closely

16%

are very confident they understand the likely business implications

47.2%

say they still need more practical detail

Engagement is a starting point

Following developments does not necessarily give a business the certainty it needs to plan implementation. The demand for practical detail is a recurring theme across the survey.

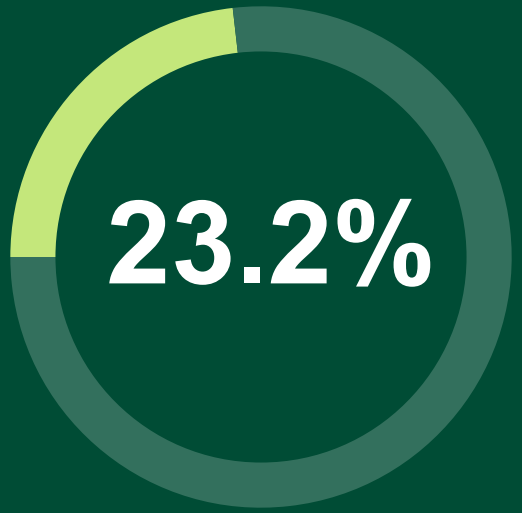
The readiness gap



Feel prepared

36.8

percentage-point difference



Started formal preparation

Many firms feel prepared, while far fewer report starting a formal process.

Uncertainty is a leading barrier to preparation

41.0%

are waiting for more clarity

35.2%

identify understanding what is required as a barrier

What these responses suggest

Practical explanations of requirements and clear starting points could help businesses begin a structured preparation process.

Administration and smaller-practice impact lead concerns



The concern extends beyond cost

Respondents also highlight reporting demands and the implications for smaller practices.

Communication needs to be easier to apply

78.4%

identify a shortcoming in existing COFI communication

Responses describe communication as:

Not practical enough

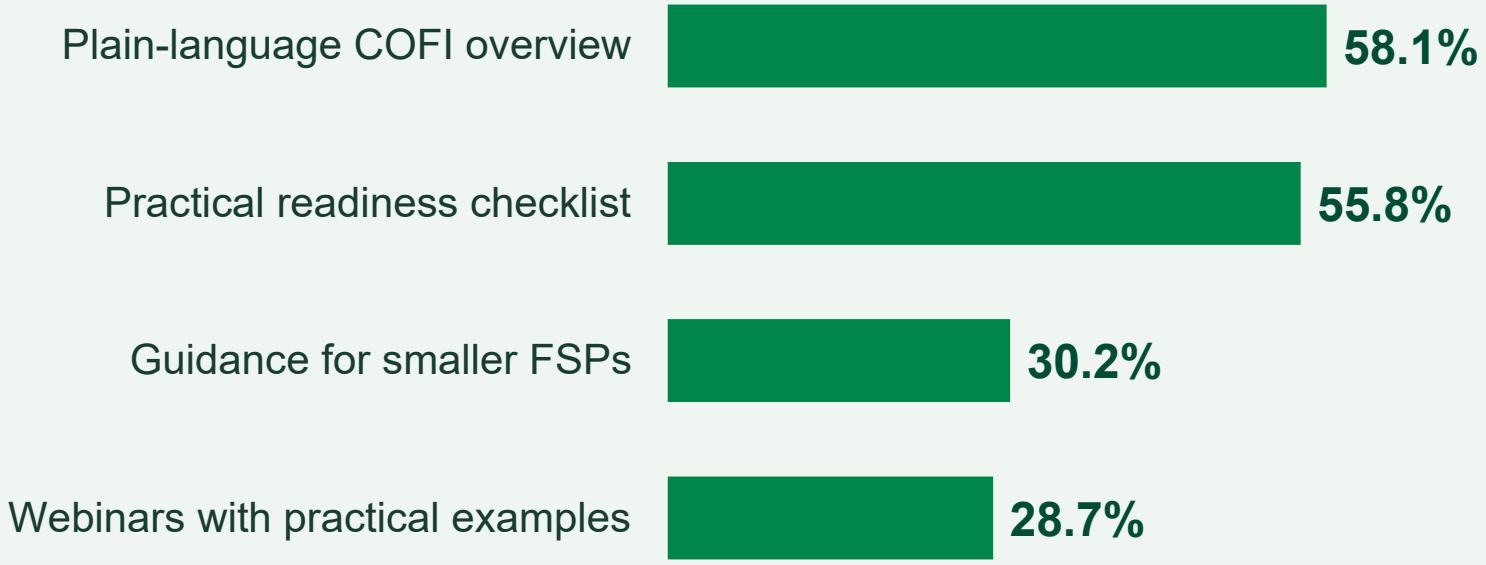
Difficult to interpret

Insufficiently clear

The finding points to a need for guidance that helps firms apply information to their own businesses.

The strongest demand is for practical starting points

Support respondents want



If they could get one tool tomorrow

31.5%

“Where do I start?” checklist

22.6%

Small-business readiness guide

Together, these two tool choices account for 54.1% of responses.

What the survey tells us

Implications for industry support

Awareness is strong, but practical confidence and formal preparation have yet to catch up.

Clear starting-point tools and guidance proportionate to smaller firms are prominent needs.

The findings suggest an opportunity to make COFI preparation more concrete and manageable.

About the survey

Old Mutual Personal Finance and FAnews

129 respondents
1–11 September 2026

Advisers, brokers, FSP owners, compliance professionals and industry stakeholders

A directional industry pulse, rather than a statistically representative market study.