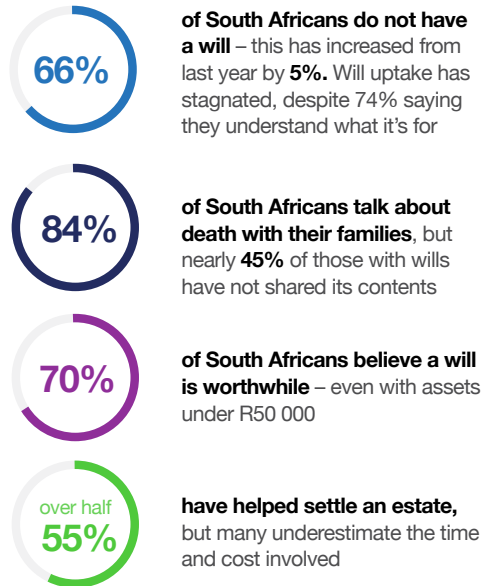


From Intention to Action

What South Africans Really Think About Wills & Estate Planning



Sanlam Legacy Survey 2025



Individuals whose parents or grandparents had wills are significantly more likely to have one themselves

Top barriers to creating a will:



What would make it easier?

- Low-cost or free solutions,
- step by step guides,
- and trusted partners like financial advisers.

The Myth:

As in 2024, there's a continued misperception you need enough assets to warrant a will. We need to spread awareness: Wills are for everyone.

What Moves South Africans to Act? Lived Experience That Triggers Will Creation:

