



clarity - ACHIEVES CHARTERED STATUS

The Chartered Insurance Institute (CII) has awarded the prestigious 'Chartered Financial Planners' title to clarity, a leading provider of financial advice.

Chartered status is an exclusive title only awarded to firms that meet rigorous criteria relating to professionalism and capability. All Chartered Financial Planners commit to the CII's Code of Ethics & Conduct reinforcing the highest standards of professional practice in their business dealings.

clarity specialise in providing advice and education on all types of investment and life assurance for individuals and businesses.

Angus Jones, Managing Director, who also holds the individual Chartered Financial Planner title, says that securing Chartered Financial Planners status for the firm, is a landmark for his company: "We have always prided ourselves on being thoroughly professional in everything we do, and to receive external recognition in this way is very gratifying. As Chartered Financial Planners, we can signal our commitment to the highest levels of service to our customers. As a company we are proud that 60% of our advisers have already achieved individual Chartered status and are committed to reaching a target of 100% by 2010. In this competitive marketplace it is a good question to ask any prospective firm that you might engage. Ask specifically what percentage of advisers they have, at all levels, who are Chartered individually and also ask if the firm is Chartered. You may get a few "vague" responses."

To date only a little over 160 firms have achieved Chartered Financial Planners status in the whole of the UK, indicating that this is a highly exclusive award reserved for the leading firms within the financial advice market.

For further information, contact Angus Jones on: 0870 242 2043

CII

The CII has 90,000 members in 150 countries and is the world's largest financial services professional body.

Serving the insurance, savings and financial services markets it works to enhance professional, ethical and technical standards.

The CII partners with corporate business to develop organisation-wide solutions to ensure competitive advantage through technical and professional competence of employees at every level. Individually, CII's members keep up their personal development and maintain their professional standing through an unrivalled range of learning services.

Risk Warning: The past is not necessarily a guide to future performance. The value of your investment and the income from it can fall as well as rise and is not guaranteed. You may not get back the full amount invested.

Our views are based upon our understanding of current legislation. Levels and bases of, and reliefs from, taxation are subject to change and their value to you will depend upon your personal circumstances. You should not act on any of the information without seeking professional advice.



clarity is authorised and regulated by the Financial Services Authority. The Financial Services Authority does not regulate all types of Pensions, Mortgages or Taxation advice.