

INCISIVE MEDIA GOLD STANDARD FOR INDEPENDENT FINANCIAL ADVICE

CLARITY

"A very impressive and professional-looking organisation"

One of the two debutants in the winners' enclosure for independent financial advisers in the 2008 Gold Standard Awards, Clarity was described by the judges as "a very impressive and professional-looking organisation".

Managing director Angus Jones says: "We are enormously pleased and proud to receive this award. How it was judged was more than looking at just one product or website – it looked

through the whole business to see how we serve our clients and conduct business. The Treating Customers Fairly philosophy that now applies to our industry is cemented by this award. It is nice to know an independent audit of that has come out positively for us, and it is something we can demonstrate to our clients."

He points to recent news stories such as the announcement by Sainsbury's that it is employing 5,000 more people as evidence that service is all-important in today's tough trading conditions. "The people who will survive in the current market are those that set up their businesses as a long-term strategy," he says. "In our industry, the commission-based people have slightly missed the point. But if you are set up for long-term client servicing and you apply good customer service, the current environment could be a good opportunity rather than a poor one."

Jones says that while things are certainly not going to be easy over the next 24 months, those companies taking a long-term view and building their market share during the difficult times will be rewarded over the longer term.



Glyn Bolton collects Clarity's Gold Standard Award.

COMPANY STATEMENT

"We were delighted to receive the Gold Standard in the category of Independent Financial Advice. At Clarity we have always prided ourselves on, and are committed to, conducting our business fairly, and to be recognised externally for this is a testament to this commitment.

The Gold Standard Award is great recognition for what underpins our organisation – the values, processes and people that allow us to consistently deliver great service to our clients. By focusing on these, we can deliver outstanding service, be it at an individual level or right through to when we deliver big financial education projects across multinational organisations."

