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clarity AWARDED GOLD STANDARD 2009

clarity are proud to have been awarded the Gold Standard for Independent Financial Advice for the second year running. The Gold Standard Awards, run by Investment Week's parent company Incisive Media, were presented by John Greenway MP, in the House of Commons on the 25th November 2009 to Angus Jones of **clarity**.

The awards aim to identify financial services companies that demonstrate a strong structure and consistent customer-orientated ethos and take into account financial strength, assessing areas such as trust, fair value, service as well as capability to conduct business going above and beyond standard business practices. To be recognized for these qualities is a huge endorsement for the company.

Commenting on the Awards, Chair of the judging panel, Deborah Benn, says " These awards are not easy to achieve as they require companies to display detailed information and demonstrate their capability in not just one, but all aspects of their business. It takes a lot of time and effort, so companies that enter should be commended as it shows they are certainly willing to go the extra mile.

As the financial services landscape changes with initiatives such as Treating Customers Fairly (TCF), those companies that can demonstrate robust structures and focus firmly on customer needs will not only be able to operate in this changing landscape, but be well placed to offer a better service to their clients.

Angus Jones of **clarity** said "we have always been committed to delivering the highest level of service to all of our clients and it is fantastic that this continued commitment has been recognised for the second year by the judging panel of the Gold Standard Awards. We have prided ourselves in being totally independent, reflected in the fact we are fee based, and we have built our business on the underpinning values of trust and fairness".