

## ADVERTISER FOCUS

# Scrutton Bland welcomes new partner

Independent financial adviser Andrew Edge has joined Scrutton Bland as a partner.



**SUCCESS STORY:** Andrew Edge, who joins Scrutton Bland as a new partner.

Having joined Scrutton Bland as a partner in October last year, Andrew Edge is looking forward to helping the firm build on its success. Andrew heads up the Independent Financial Planning arm of the company and specialises in providing investment, pension and protection planning to personal and corporate clients.

"I was looking for a new challenge and the chance arose to join Scrutton Bland," he said. "There are many things that attracted me to the firm and I saw it as an opportunity I could not turn down."

He hopes to bring a fresh perspective to the company, using his own approach to help the firm grow. Andrew has much experience in the industry, having qualified as an Independent

Financial Adviser (IFA) in 1990. He worked for a national firm before helping to run a Norfolk-based financial planning business for the last 12 years.

His experience in finance dates back even further. Before offering independent financial advice, Andrew spent some time working in the banking world and gained an important insight into that side of the industry.

Over the years, Andrew has seen much change, including increased regulation.

"IFAs are seeing that more and more clients are looking for reassurance in the current economic and investment climate and for this to be ongoing," he explained.

"However, there are still some advisers that do not provide a quality ongoing service and this

therefore leaves investors very exposed.

"In January 2013, the Retail Distribution Review (RDR) will come into effect and many IFAs will struggle to comply with the new guidelines.

"At Scrutton Bland, we have already met the initial requirements to continue operating post RDR."

For Andrew, it is important that all clients trust their advisers. He is very proud of the team he has taken over and says the diversity of their knowledge, as well as their focus on customer service, is something that first attracted him to the company.

"We pride ourselves on our ongoing service," Andrew said. "When a client comes on board we agree the level of service they require to suit their needs.

"Whether they have complex tax needs, or just need some advice about a new venture, we are there when they need us.

"We can provide advice for people from all walks of life too. You never know when you may need advice and we want to be there for the times that matter."

Now may be a particularly pertinent time to talk to the IFA team at Scrutton Bland. They offer a variety of services including investment planning, financial planning in divorce, inheritance tax solutions, pension investment, at retirement planning and trustee investments.

"With pension compulsion coming into force and employers having to deal with things such as NEST (National Employment Savings Trust), getting advice is more important than ever,"

Andrew said. "To avoid a nasty surprise in the future, now is definitely the right time to seek the services of a quality IFA firm such as Scrutton Bland."

Scrutton Bland has two other strings to its bow – accountancy and insurance broking. Together, the teams can offer full and comprehensive advice on all financial aspects, meaning that Scrutton Bland is a 'one-stop-shop' for many.

"You can see the strength of the group," Andrew said. "Scrutton Bland is a success story and I am keen to help the company build on this success."

■ For more information visit [www.scruttonbland.co.uk](http://www.scruttonbland.co.uk), call Andrew on 01473 259201 or email [andrew.edge@scruttonbland.co.uk](mailto:andrew.edge@scruttonbland.co.uk).