



# WE'VE WON!

Moore Stephens Financial Services is delighted to announce that we have won a major national award from the Personal Finance Society.



**Chartered Financial  
 Planners of the Year**

**The Personal Finance Society**

Moore Stephens Financial Services have been named as Chartered Financial Planners of the year 2010 by the Personal Finance Society (PFS).

Moore Stephens, who beat a National Advisory Firm to clinch the top prize, received the award from Panorama host and Radio 2 Presenter Jeremy Vine at the PFS annual conference held this year at Warwick University.

Speaking after the event, Managing Director Jon Telford said, "We are absolutely delighted to have won this award. To be recognised as the best in the UK has made the whole Moore Stephens team very proud. I believe that we achieved our success because we are fundamentally different in the way that we work. Our clients want to achieve reasonable returns on their savings with low risk and our investment management service does both

those things. They also want to be able get access to their money when they need it without penalty and without having it tied up. I think many people are unhappy with the service they get from Banks and Building Societies and that is why many of them are turning to us and other Chartered Financial Planners.

Fay Goddard, CEO of the PFS, stated, "The quality of this year's entries was again very high but I am confident that the judging panel, in selecting Moore Stephens, made an excellent choice. This firm clearly demonstrated its commitment to putting their clients first and to attaining their achievement of Chartered status". Chartered firms have to demonstrate a high commitment to professionalism.

Professional qualifications and development of their people, their professional and ethical culture and a strong commit-

ment to customer care are all taken into consideration when deciding the award winner.

Jilly Mann, Operations Director at Moore Stephens Financial Services stated, "It is a great honour to accept this award on behalf of Moore Stephens. We pride ourselves on developing staff and creating an exceptional service for our clients and I believe this award shows that we are committed to attaining the best standards possible".

For further information on the Chartered Financial Planner award or the PFS award ceremony please visit [www.thepfs.org/charteredawards](http://www.thepfs.org/charteredawards).