



■ **BEST IN THE COUNTRY** – Moore Stephens staff have been named the UK's Chartered Financial Planners of Year

# Award celebrates first-class service

BY NEIL PICKFORD

**STAFF at the Corby and Northampton offices of Moore Stephens Financial Services are celebrating after clinching the top prize and being named the UK's Chartered Financial Planners of the Year.**

The East Midlands financial planning firm beat scores of firms to scoop the UK's top prize at this year's Personal Finance Society awards ceremony – with the winning trophy being presented by *Panorama* host and Radio 2 presenter Jeremy Vine.

Moore Stephens Financial Services received Chartered Financial Planner status earlier this year, the culmination of six years hard work.

Managing director Jon Telford said: "To be recognised as the best in the UK is a real honour and something we are all very proud of.

"At Moore Stephens Financial Services we believe our success is due to the fundamentally different way in which we work.

"In 2004 the firm had just two employees, but today we employ 13 staff – two of whom are chartered financial planners – and we manage assets of over £110m on behalf of our clients.

"We have restructured the company to match the needs of our clients and our innovative and transparent fee structure means we charge just one per cent a year for our investment management service.

"This means that clients can expect great service with no hidden costs."

Jilly Mann, operations director at

Moore Stephens Financial Services, added: "People are becoming increasingly frustrated with the service they get from banks and building societies and increasingly they are choosing to turn to us instead.

"Quite simply, we are the perfect answer – a secure, reliable and trustworthy company which is proud to put clients first. Now we have the award to prove it."

Fay Goddard, chief executive of the Personal Finance Society – which made the award – said: "Moore Stephens are excellent and worthy winners, clearly demonstrating a determined approach to put their clients first and to attain Chartered status, which is indicative of a high commitment to professionalism. A big congratulations to the whole team, who fought off stiff competition to win."