



## PRESS RELEASE

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### Ward Goodman FS joins new Wrap aimed at top tier IFAs

**Ward Goodman Financial Services Limited**, the largest independent IFA practice of its type in Dorset, has joined the initiative to establish a new Wrap service aimed at high net worth clients and the firms that advise them. Ward Goodman Financial Services has developed as a successful business over the last 30 years by responding to the need for high quality strategic financial planning and advising clients on the complete range of financial issues including Investment Services, Business Planning, Taxation and Trusts.

The new platform, which will be called **Platform One**, will focus on meeting the needs of high net worth (HNW) investors and will offer a whole-of-market, open architecture platform differentiated by high service levels and quality customer care for both the advisers and their clients. The platform will also include access to specialist products and services that are suitable for HNW individuals that are not usually available on other platforms. It will serve only the top end of the market and the IFA practices that advise this segment.

Charles Cary Elwes, Chairman of Platform One said: "We are very pleased to have Ward Goodman Financial Services as a founding partner for Platform One as they are precisely the type of the high quality IFA practice that Platform One aims to serve. In particular, they will be able to impart valuable guidance on the shape of our service from an adviser perspective. We therefore welcome on board both Ward Goodman Financial Services and Simon Willcox as a partner firm and non-executive director respectively".

Commenting on the move for Ward Goodman Financial Services Limited, Simon Willcox its Managing Director said: "We started using wraps more than 7 years ago and were an early adopter of the Transact. Indeed we have been more than happy with Transact during this time and they continue to be a leader in their field. However our business has evolved in the last 7 years and is mostly now made up of clients with £500,000 or more invested and I don't feel there is a Wrap service currently available that satisfies all of the needs of the high net worth client".

“I believe wraps will start to evolve to target specific segments of clients, much the same as Lidl, Tesco’s and Waitrose have evolved to attract their respective clients. Platform One will focus on high net worth clients and provide a dedicated team to ensure proactive support for both the adviser firm and the client. The products available on Platform One will be those that suit the needs of the high net worth clients such as Trusts and Inheritance tax products and these will come from various providers (the best of the best) as opposed to one standardised product. Finally the charges are going to be most competitive as the high net worth clients and their assets will not be subsidising the servicing costs of the many that have much smaller portfolios. I fully expect Platform One to help us to continue setting our service apart from our competitors and I know there are many other IFAs out there that have similar thoughts and they will also look to use Platform One.”

**- ENDS -**

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