

The guide's mission

With the release of their 2020 guide of the UK's top advisers, VouchedFor aims to provide greater transparency for those looking to plan for the future



Alex Whitson,
managing
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The evidence is compelling: great financial advice improves lives. Just read some of the 130,000 verified client reviews that have been posted on VouchedFor. Yet more needs to be done to give people the confidence to engage with advice. This requires clear, complete information and a commitment to keeping standards high.

This 2020 Guide to the UK's Top Rated Financial Advisers aims to help people understand how advice could benefit them and celebrates financial and

mortgage advisers who are delivering excellent outcomes for their clients.

The financial and mortgage advisers listed on the following pages have received the highest volume of positive client reviews since the start of 2019 on VouchedFor.co.uk, the UK's leading ratings site for financial and legal advisers.

In total, 1,325 advisers from 819 different firms are included in the guide. They amassed 25,334 reviews in 2019 with an average rating of 4.9 out of 5.

As well as being endorsed by at least ten clients, each adviser is a fully verified member of VouchedFor, which means we've checked that they have the necessary permissions to practise, in line with the latest Financial Conduct Authority (FCA) rules.

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VouchedFor members also undergo several other checks and ongoing monitoring. For instance, we check advisers' identity, qualifications and client reviews. We also monitor news outlets and the outcomes for everyone who contacts an adviser through VouchedFor.

To extend the reach of the print guide, we are launching a digital version from April, which will be accessible via national news sites for the rest of 2020. Further to this, each top rated adviser will receive a background report, as well as a certificate, to reassure people considering advice that they are in good hands. The report will list all the checks and reviews that support the adviser's inclusion in the guide.

On page 19, you will notice a Top Rated Firms section. This is a rigorous new accreditation that calls out companies who have invited all their advisers' clients to review them and are consistently receiving excellent feedback. The criteria are designed to avoid

giving large firms an unfair advantage over smaller firms. For a full breakdown of the reviews, checks, services, top rated status and qualifications of each of the advisers and firms listed in the guide, please visit VouchedFor.co.uk, where you can search for advisers by name. Alternatively, call 020 3111 0583 and speak to a member of the VouchedFor team.

The guide is the culmination of the efforts of thousands of advisers and clients who share our commitment to promoting transparency and helping people access great advice.

My most sincere thanks to everyone who has contributed. We hope you find the guide useful.



*What it's worth: revisiting the value of financial advice, International Longevity Centre – November 2019

VOUCHEDFOR'S TOP RATED FINANCIAL ADVISERS

These financial advisers have received the highest volume of positive 2019 client reviews on VouchedFor.co.uk, the ratings site for financial and legal professionals. As well as being endorsed by more than ten clients, each adviser is a fully verified member of VouchedFor. This means they have the necessary permissions to practise from the Financial Conduct Authority, as well as undergoing several other checks and ongoing monitoring.

CENTRAL ENGLAND					
NAME	FIRM	REVIEWS	STATUS	LOCATION	FEES PUBLISHED
Adam Rhodes	Rhodes Wealth Management	27	R	Ashbourne	Y
Chris White	Regent Financial	83	I	Ashby de la Zouch	N
David Farrance	Prosperity Wealth	13	I	Bewdley	Y
Thomas Dickson	Essential Money	103	I	Birmingham	Y
Mandeep Singh	AFH Wealth Management	49	I	Birmingham	N
Lisa Footes	Footes Financial Planning	86	I	Birmingham	Y
Gem Durham	Obsidian Financial	26	I	Birmingham	Y
Chris Guttridge	True Potential	44	R	Birmingham	Y
Kira Sehmbi	True Potential	37	R	Birmingham	Y
Paul Taylor	John Cannaby Associates	11	R	Bridgnorth	N
Thomas Morgan	True Potential	19	R	Bromsgrove	Y
Nasreen Akhter	Whatley Wealth Management	74	I	Bromsgrove	N
David Blinks	Landmark IFA	15	I	Corby	N

Steven Chisholm	Positive Solutions	13	I	Corby	N	Gary Metcalf	Gemini Wealth Management	122	I	Leicester	N
Owen Williams	Beaufort Wealth Management	36	I	Coventry	Y	Rob Handford	Handford Aitkenhead & Walker	34	I	Leicester	Y
Robert Boland	Cotswold IFS	19	I	Coventry	N	Lena Patel	ISJ Independent	26	I	Leicester	N
Luke Baker	Create Financial Management	69	I	Derby	Y	Scott Gallacher	Rowley Turton	94	I	Leicester	Y
Peter Baker	Create Financial Management	37	I	Derby	N	Tracey Mather	Tracey Mather Wealth Management	15	R	Leicester	Y
James Wallis	Create Financial Management	16	I	Derby	N	Richard Meats	Tudor Franklin	40	I	Leicester	N
Chris Dunn	Orridge & Dunn	98	I	Derby	N	Bharat Chudasama	Tudor Franklin	37	I	Leicester	N
Stuart Orridge	Orridge & Dunn	93	I	Derby	N	Robin Place	Four Oaks	64	R	Lichfield	Y
Paul Harman	Profusion Wealth Management	37	I	Derby	Y	Samuel Robinson	Almond Financial	12	R	Lincoln	Y
James Pillingier	Profusion Wealth Management	33	I	Derby	Y	Julie Buxton	AFH Wealth Management	21	I	Loughborough	N
Gemma Murden	Talent Financial Planning	44	I	Derby	Y	Ajay Naik	Fairstone	32	I	Loughborough	Y
Jane Newman	Jane Newman FP	98	I	Droitwich	Y	Killian Kirkpatrick	First Service Financial	10	I	Loughborough	N
Stuart Neale	SN Financial Services	57	I	Droitwich	Y	Robert Lallo	Sandringham Financial Partners*	12	I	Loughborough	N
Stuart McDarby	AFH Wealth Management	27	I	Evesham	N						
Karl Thorpe	AFH Wealth Management	16	I	Evesham	Y						
Stephen Hunt	Better Retirement Group	46	I	Grantham	Y						
Claire Markham	FH Manning Financial Services	10	I	Horncastle	Y						
Kevin Holleron	Holleron Wealth Management	24	R	Ilkeston	Y						
Alan Crowley	Financial Design	73	I	Kenilworth	Y						
Nicholas Lue	JPA Financial Services	79	I	Kingswinford	Y						
Scott Saxby	JPA Financial Services	42	I	Kingswinford	Y						
Lisa Varley	Mercia Financial Planning	77	I	Leamington Spa	N						

KEY

FIRM
* Top Rated Firm (includes trading names of Top Rated Firms), learn more on page 19

STATUS
I Independent financial adviser
R Restricted financial adviser

FEES PUBLISHED
N No, this adviser does not display their fees structure on VouchedFor.co.uk
Y Yes, this adviser does display their fees structure on VouchedFor.co.uk

The information in these tables is correct as of January 13, 2020

View these advisers' full profiles and contact them by visiting [VouchedFor.co.uk](https://www.vouchedfor.co.uk) or calling 020 3111 0583