Press Release: The Launch of Alexander House Financial Services

Alexander House Financial Services - Traditional Values; Modern Thinking; Transparent Advice.

Alexander House Financial Services Ltd (AHFS) is pleased to announce that we are launching a new “post RDR” National advisory business.

“Advisory firms are operating in a market where consumers are less trusting and increasingly predisposed to self-service, whilst our new Regulator will be demanding the highest possible standards. Meanwhile we've lost almost 25% of advisers and most bancassurers have now withdrawn from giving investment advice altogether. All this at a time when there are more customers who need more help than ever – In our view creating an opportunity for a new, scalable and innovative business model” NICK KELLY CEO

Alexander House addresses all of these issues with a completely fresh approach to advice delivery, regulatory control and client relationship management. It will be built on a strong ethical culture that puts its vision and values at the centre of all of its decisions, propositions, recruitment and training.

The firm has been established by its four founding Directors- Nick Kelly - ex Managing Director of Sesame Bankhall (CEO) along with Jane Hodges (COO), Rod Reed (IT Director) and Christian Kumar (Commercial Director).

The team has been joined by David Child who will act as Non-Executive Chairman.

AHFS plans to become authorised in June with advice activities commencing by July.

“Our aim is to transform the financial services landscape and help to rebuild consumer trust in the industry by delivering the highest quality service to both retail and corporate clients up and down the country, ultimately becoming one of the largest, most trusted Nationals in the UK” JANE HODGES COO

This will be achieved through a multi-channel approach, integrating ‘Virtual’ advisers- Chartered WOM advisers providing remote advice supported by a new national team of relationship managers; traditional face to face advisers working locally; and telephone based sales focusing initially on protection and annuity sales- all geared to delivering customers what they want, the way they want it and when they want it. Consumers will also be given their own ‘Smart Alex™’ portal so they can review all of their investments and access self-service facilities as well as web-based advice opportunities.

Underpinning these services is a new approach to compliance which will focus on consumer outcomes using a combination of mystery shopping, customer contact and the recording of all customer interactions - voice, video and face-to-face meetings.

“One of the benefits of our recording technology is that we can work with local introducers more closely than ever – We see a model when the ‘Man-from-the Pru’ is not authorised or qualified but understands relationships with people who need advice.” NICK KELLY CEO
“In a world with growing demand but fewer advisers we as an industry must embrace technology to deliver services in a more scalable and low cost manner. By recording these interactions and working with specialists to introduce, document and administer advice we can cover more ground and actively help more people who otherwise would be failing to protect their family’s and make provision for old age”. ROD REED, IT DIRECTOR

“The industry needs to find different ways of deliver compliant advice. We have continued to deliver T&C schemes largely unchanged for 20 years. Advances in technology now mean there are better ways to understand what actually happened at the point of advice and we all need to focus our efforts on making sure the consumer is getting the right advice and worrying less about the process. This should allow us to start providing great customer service again- rather than getting tied up in rules and procedures” JANE HODGES COO

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Further Information:

Alexander House Financial Services Limited
Registered Office: Exchange House, 494 Midsummer Blvd, Milton Keynes, MK9 2EA
Registered in England & Wales No 8350734
Telephone 0845 680 904
Web http://www.alexanderhousefs.co.uk

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