

Adviser Profile

Andrew Reeves of The Investment Coach Limited - ISO 22222 Certification

Andrew Reeves, director of Northampton based Investment Coach, has proudly become the UK's first financial planner to achieve ISO 22222 certification.



After successfully achieving both Chartered Financial Planner and a Certified Financial Planner (CertFP^{CM}) status, Andrew decided that his attention needed to be more focused on increasing his business efficiency and developing a sustainable business model for both his team and his clients.

Considering his new focus Andrew contacted Standards International in March 2007 after being made aware the launch of the UK's first pilot scheme which set out to test and examine the benefits to financial planners of achieving the ISO 22222 Certification.

The partnership started in April 2007, with the first stage being an onsite Gap Analysis. This involved Andrew and his assessor spending a full day together. The day commenced with an introductory session covering the background of the standard, the reasons why and how it was created, what requirements it had of him as a personal financial planner and of course the benefits and opportunities once certification was achieved.

During the Gap Analysis the assessor's role was to establish where Andrews' professional offering and business processes were and how they satisfied the requirements of the ISO 22222 standard.

Just before the day drew to a close Andrew's assessor chaired a debrief meeting which gave the assessor the opportunity to raise with Andrew and his team any omissions that existed in their current systems and procedures but most importantly to discuss through any areas that the assessor had identified could be improved.

As a result of the findings an implementation plan was created which saw Andrew and his team make the necessary changes to their business processes which have resulted in the following benefits:

- More organised and streamlined systems.
- A replicatable model that can be rolled out as the business grows.
- A more security conscious approach to client's information and confidentiality.
- A more structured and defined client proposition.
- A sustainable business model that has reduced it's day to day reliance on Andrew.

After implementation plan was fully complete Andrews assessment date was booked. Again the assessment was a full day event which involved an in-depth review of his former omissions that had been identified during the Gap Analysis, a review of his TCF policies and procedures ensuring a TCF culture in present in every aspect of the service process and finally file reviews and role plays which allowed his assessor to ensure that each requirement of the standard was being applied correctly and competently.

After an astounding process of implementation and a successfully assessment Andrew was awarded BS ISO 22222:2005 Personal financial planning - Requirements for personal financial planners.

"The ongoing need for financial planners to demonstrate best practice forced me to look hard at all my processes, which have been improved as a result working through and achieving the ISO award. I can fully endorse all the hard work put in by the team at Standards International – their expertise and in-depth knowledge of the profession was invaluable."

Andrew Reeves

Andrew is the UK's first financial planner to be awarded ISO 22222 and as a result of his achievement is now enjoying the benefits of:

- An improved level of professionalism.
- A competitive advantage.
- An increase in marketing and business opportunities.
- Improved reputation and profile.
- Attracting and retaining of a higher calibre of employee.
- Meeting and exceeding the statutory, contractual and regulatory requirements thus improving his internal standards.



"It was a great pleasure to award Andrew the ISO 22222 standard and rewarding to see how his business has developed throughout the certification scheme. We are delighted to see how his passion and commitment to best practice provides a remarkable service to his clients, an award truly deserved"

Michelle Hoskin, director of Standards International

If you would like to find out more information about ISO 22222 or would like to find out more about the benefits of a achieving certification please contact:

Michelle Hoskin on t: 01462 790 894 or e: enquiries@standardsinternational.co.uk