

Adviser Profile

David Vaughan of Trusted Advisor Ltd - ISO 22222 Gap Analysis

Trusted Advisor Ltd is a firm of fee only, independent financial advisers who specialise in portfolio advisory services. It is structured to serve 40 successful and wealthy entrepreneurs in the Essex area. They currently have 25 clients – each with a minimum of £1 million and hope to build this number to 40 by the end of 2011.

In addition to portfolio advisory services, they also carry out general financial planning and lifetime cash flow forecasting. All of their clients advanced planning needs (such as personal tax avoidance, estate planning and the arranging of life assurance) are carried out by a team of expert professionals which are contracted to provide specialist advice to their clients.



Trusted Advisor Ltd has been a very process orientated firm since it was founded in 2003, and this is based on the company's commitment to continual improvement. The launch of ISO 22222 certification encouraged them to completely review their business systems and processes, a project that they hope to complete by the end of 2008.

Already, the benefits had become very clear, through the creation and implementation of a company operations manual, they have been able to focus on each area of their business in turn, and develop documentation to include checklists, manuals, guides, and a more robust advisory process.

The improvements to the company's systems have created a more efficient workflow, resulting in more discretionary time where they can focus on the business rather than carrying out administration for longer than is necessary. This has built a better platform for obtaining new clients and prospective introducers. In turn, their confidence has improved in a time of global financial turmoil; in fact, the people at Trusted Advisor have never been busier through the recruitment of new clients being referred to them.

Client referrals are the evidence that the firm is doing things right. The feedback from its clients has been extremely positive since the introduction of their new processes and systems. Improved documentation, client communication, marketing literature and their focus on service rather than on back office administration gives clients greater confidence in their firm and their investment process, resulting in much greater turnover and profit.

The future of their business has never been brighter, and the opportunity that lies before them is beyond their expectations. The ISO certification in itself does not bring in turnover; the discipline which working towards the ISO certification brings is the real added value.

"Trusted Advisor is now in a position where we have robust procedures which will protect us in the current climate, and also provide us with ever greater opportunities for success. It is our experience that to thrive in a competitive and highly regulated environment, the ISO certification is a necessity"

David Vaughan



David's desire to develop his business model and create a sustainable future for his team and his clients deserve the highest level of recognition. A truly remarkable adviser with a truly remarkable outlook. We are looking forward to working with David to support him as his business grows"

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:

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