

Adviser Profile

Lee Coates of Ethical Investors - ISO 22222 Certification

Ethical Investors was formed in 1989 to offer financial advice to all those who sought to place their social, ethical, environmental and faith (SEEF) based values at the heart of their financial planning. For 20 years Ethical Investors has advised individuals, charities and responsible business on the SEEF.

At the heart of their financial planning advice are the twin themes of qualified professional advice and specialist delivery of ethically-based advice. Part of their commitment to wider SEEF issues is their pledge to distribute at least 50% of their net profits to charities and good causes each year. They have distributed over £500,000 so far and are committed to increasing this figure year on year.



Once the parameters for ISO 22222 were established, especially with such an emphasis on ethical business practices, it was a natural choice that Lee, as Director and founder of Ethical Investors, applied for certification.

With the broad ethical values espoused by the standard, in addition to the specific requirement to address SEEF issues meant that their clients would be best served by a senior member of Ethical Investors' advisory team demonstrating to clients that they continue to place very high importance to ongoing professional development.

"ISO 22222 is not just another exam to pass, it is a whole business practice and mind set that needs to be adopted. To pass exams with diligent study is not difficult, but to demonstrate that the entire culture of a business is in tune with best practice and the interests of clients is a far greater challenge"

Lee Coates

Many SEEF investors are sceptical of the motivations of the financial community, and ISO 22222 allows Lee and his team to demonstrate that they are highly professional and committed to the best interests of their clients.

Lee sees this as the best foundation for long term client relationships as retaining clients can only be achieved if they can demonstrate that they are committed to providing the best advice and service. ISO 22222 is one way of reassuring their clients that Ethical Investors has this commitment.

So what does the future hold for Ethical Investors? They plan to continue to promote the concept of SEEF investment strategies, both to new clients, as well as the wider financial services community. As long as irrational and prejudiced advice exists amongst advisers, they will strive to be associated with all attempts to change such misguided attitudes and ensure that everyone has access to professional advice that incorporates SEEF values where required.



"This is the finest example of an ethical financial planner we have ever seen. We are thrilled to have had the opportunity to work with Lee and see inside his business, the 10 key ethical principles in all their glory"

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 achieving certification please contact:

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