

24th July 2012

## **Personal Touch Confirms 'Vision 2013' Strategy**

Personal Touch, one of the UK's largest adviser networks, today announced confirmation of its **'Vision 2013'** strategic realignment project - designed to maximise future growth and development prospects in the post-RDR marketplace.

Following the resignation of Dev Malle as sales & marketing director, a new management team<sup>1</sup> has been elected to drive the business forward under the leadership of Max Wright, chief executive officer. Joining the team in a newly expanded role of marketing director will be David Carrington – former chief executive of Policy Plus and previously head of sales at Eagle Star.

Max Wright, CEO, explains:

“With David's strategic vision and expansive market knowledge providing the ideal complement to our new management team, we are now ideally positioned to drive forward with our ambitious future plans. Sadly some people have chosen to say goodbye and I would like to thank Dev for his commitment to Personal Touch over the past 6 years and we wish him well in his new chosen path.

“Whilst the adviser sector has always had to cope with change, the unique circumstances which our industry now faces with the arrival of the RDR & MMR, coming at a time of worldwide economic austerity, must necessitate greater responsibility and realism from all involved. At Personal Touch we have over 1500 advisers and their clients supporting us. It's therefore vital that we respond by showing our commitment to building a robust, streamlined new infrastructure to support the future success which we can all share a part of.”

Vision 2013 is designed to reflect the core principles of the new regulatory era with transparency and fairness uppermost. Personal Touch is committed to running a client-focused organisation with professional standards and service quality at the core of this. The new management team will be responsible for ensuring network members are given all the support they need to maximise income whilst being transparent about costs.

In its investment and pensions operation, Personal Touch will operate a broad-based, restricted advice proposition with professionally qualified advisers supported by dedicated technology, compliance and business development resources.

Max Wright explains:

“It is essential that we give advisers confidence and security for the future. As such we have already put in place our PI policy for the next 12 months, underpinned by a commitment to robust compliance processes across the business. Testament to this is our commitment to ensuring our existing Investment & Pensions Advisers are thoroughly prepared for life under the RDR. Results to date are very encouraging in this area with an 85% exam pass rate achieved by our advisers against the industry average. We are applying the same commitment to MMR.

“The next few years will bring many new challenges not just to our organisation but to the adviser sector as a whole. We believe the changes we have made and will continue to make as part of ‘Vision 2013’ have put us in a highly competitive and enviable position to support future growth and profitability.”

**ENDS**

**For further information, please contact:**

Max Wright, Chief Executive Officer, Personal Touch	0121 767 1101
David Carrington, Marketing Director, Personal Touch	0121 767 1128 / 07590 776746
Nicola Mitchell, Mitchell Money Penny	01242 703266 / 07980 684240

## Notes To Editors

Personal Touch Financial Services was established in 1994, and is now one of the biggest adviser networks in the UK, based on FSA tables.\*

Authorised and regulated by the Financial Services Authority (FSA), Personal Touch Financial Services provides business, technical and regulatory support to our community of members. Distributing a diverse range of products from a comprehensive panel of providers, the company has four core areas of business:

- Mortgages
- Protection
- Investments and pensions
- General Insurance

In 2006, Lloyds Development Capital (LDC) invested in Personal Touch Financial Holdings in order to support the growth strategy of the business.

In recent years, Personal Touch Financial Services has won a number of industry awards, including best mortgage proposition, best IFA network, and business leader of the year.

\* FSA rankings, June 2012

### <sup>1</sup>Personal Touch Management Team, July 2012

CEO - Max Wright

Marketing Director - David Carrington

Service Delivery Director - Jonathan White

HR & Development Director - Karen Pearson

Risk and Compliance Director - Helen Gasser

Finance Director - Jane Cross