

We know what works!

ValidPath was set up (under its original trading name) in 2002, quite specifically in order to facilitate the delivery of independent financial advice within the accountancy profession.

It's worth asking the obvious question: why? After all, there were plenty of other IFA networks around at that time.

There are, in fact, several answers to this question, and they are all *valid*.

Firstly, it swiftly became apparent to the original directors of ValidPath that the existing networks were not interested in the idea of enabling accountancy firms to deliver financial services advice. This was primarily because their (initial commission based) business models were highly dependent upon accountancy firms effectively *selling* their clients to IFAs in return for the traditional 'commission split', an unsustainable practice if there ever was one!

Secondly, it became quite clear that nobody else (at that time) was even remotely concerned about the core issue, namely the integration of tax-planning and financial-planning, with the aim of delivering a genuinely joined-up service. In 2002, ValidPath was the *only* entity fostering this approach and, whilst one or two other organisations are catching up, this ethos is very far from being widespread in the UK.

Thirdly, we realised at ValidPath that there are business practices that work - and others which are

entirely counterproductive when it comes to delivering accountancy-based financial advice. Based upon many years of consistent observation and analysis, our conclusion is this: *many firms don't get it*. That accountancy firms may be continuing to refer clients out to their local IFA, or even develop a similar relationship with a national firm, is abundant proof that such arrangements have little to do with delivering client value or building something that lasts.

These are forms of transactional opportunism. The client benefits relatively little in the process, and in the long-term such practices are unsustainable, especially as we enter a new era in financial services from 2012 onwards.

At ValidPath, we are strongly committed to a better way. Our aim is to support accountancy practices in developing a client-service proposition which does not involve having to watch valuable equity walking down the road and through the door of someone else's business.

In order to achieve this aim, we've developed a range of robust processes and business frameworks to de-risk your proposition and deliver enormously attractive services to the client. At ValidPath, we *know* what works.

If you are interested in a joined-up solution, why not give us a call on **02920 494495** to find out more, or look up our website?

Your best route to a thriving practice

Find out more at www.validpath-network.co.uk

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