

## IFAs Plan Further Growth And More Recruitment

March 29<sup>th</sup> 2010

Arlington Financial, one of the North East's leading firms of independent financial advisors (IFAs), is expanding once again in an effort to build on the substantial growth in business which it enjoyed in 2009, which saw its turnover rise by almost 15% despite the substantial challenges of the economy.

The firm saw its turnover rise from £700,000 in 2008 to £800,000 in 2009 and is targeting £1,000,000 in 2010.

The key appointment of a business development director, Jeff Pratt, is a further strategic move towards achieving that growth and the firm aims to continue to build its team from the current 15 people to 20 by the end of 2010.

Jeff has more than 20 years of experience within the industry, having been with Zurich since 1989, initially running his own practice for five years in Newcastle. Working his way up through the IFA division, Jeff travelled the country as an executive consultant.



The post of business development director is something rare within the industry and Arlington feels it will be a key factor in continuing to attract the high quality clients that are the cornerstone of the business.

Arlington's team, which is based in Victoria Road, Hartlepool, handles a wide range of financial issues for its corporate and private clients, many of whom are directors and shareholders in some of the North East's leading businesses.

Jon Sturrock, managing director of Arlington Financial, said: "Jeff brings a high level of expertise to the role and is an ideal person to be out there actively building relationships and attracting new business for Arlington Financial, despite the recession, by remaining client focussed and continually striving to deliver a quality service. We have seen significant growth in 2009 and we want to build upon that by growing the business both in terms of client base and the team."

Jeff, who lives in Rowlands Gill, is a married father of four sons who has a diverse set of outside interests, from motor sports to SCUBA diving.

He said: "Arlington Financial is perfectly positioned to face the challenges within the industry and provide high quality added value services for its clients. It is one of only a few UK firms to offer clients the option of 100% fee based advice and during 15 years of working with the firm and seeing its development and success I was keen to become a part of a winning team and help it to keep moving forward."