



Perspective achieves 50th acquisition milestone

Perspective Financial Group Ltd (Perspective), one of the UK's leading trusted providers of expert, specialised financial planning advice with a network of local offices is pleased to announce it has reached a significant milestone with four further acquisitions ranging in size from £10 million to £175 Million AUM, including its 50th deal.

The group, founded in 2008, has grown significantly over the last two years following a major capital injection by CBPE Capital LLP in December 2019. Over this time, it has made 18 acquisitions, doubled headcount to 280 staff, added £1.2 billion AUM (now £4.2 billion) and opened seven new local offices, making a total of 21. It has also recruited several senior staff during this time, including latest hire, Kristian Murphy, who joins from EY. The group continues to combine the benefits of a local firm with the strength and resources of a national firm.

Perspective's absolute focus on *'clients come first and we come second'* has proved to be a compelling proposition, not only for its existing clients, but also for the firms it has acquired recently, where average client retention rates have exceeded 97%.

Ian Wilkinson, Chief Executive Officer of Perspective said: "It has been an exceptionally busy time for us and I am delighted by the progress we have made. We have a very clear sense of direction, are delivering at pace and constantly innovating. We have recently articulated our purpose and the values which we have lived by for over three decades, and these very much drive everything about the firm.

"We are regarded as the acquirer of choice for firms who are truly client-centric and we continue to seek more good opportunities. We have proactive approaches from high quality firms looking to find a secure succession route as the founders themselves near retirement. The feedback from them is that our combination of retaining their local office and staff where appropriate, lifting some of the compliance burden from their shoulders, and having access to the resources and security of a larger organisation is highly attractive.

"I am delighted to welcome the four new firms and our recent new joiners to Perspective."

The four acquisitions announced today add 915 households as clients, £335 million AUM, 11 staff and two new offices in Hertford and Rickmansworth.

Richard Pipe & Simon Alway, Directors of Searchlight Investments Ltd, Rickmansworth with 430 clients and £175 million AUM said: "It was of paramount importance to us that any purchaser shared our core values and genuinely put clients at the heart of their proposition. In Perspective, we have found the firm we are confident will deliver financial planning and wealth management services to our valued clients in the years ahead.

“We look forward to working alongside Perspective to complete a successful integration and feel confident that, in time, we are leaving the business and our team with a highly professional company. They bring a great deal of experience to the acquisition process which has proved invaluable.”

Mike & Phil Stafford, Directors of Stafford Wealth Management Ltd in Hertford with 275 clients said: “Exit planning is not something that can be done overnight and we spent several years plotting our exit route as we approached retirement.

“Part of the planning meant researching the succession marketplace to find a like-minded firm with similar values that would cherish our clients and staff as we do. We are delighted we have found that in Perspective and are confident our clients and staff are in safe hands for the future.”

John Burrill & Richard Hall, Directors of TCS Life and Pensions & The MGroup Financial Services Ltd in Oxford with 175 clients and £58 million AUM, and now part of Perspective’s existing office in Woodstock said: “We had several objectives when we began investigating our options for a possible merger or sale, which included looking for a ‘partner’ that would enable us to take all aspects of our business forward, including succession planning and a recognition of economies of scale. With their national network of offices, some of our far-flung clients can now more easily be seen face to face.

“Perspective, as a leading financial planning firm, has the team and culture to be able to do this. We feel they share our values and provide excellent client service which will deliver better outcomes for everybody. We like their emphasis on ‘local’ and ‘community’ which we regard as important factors in why clients chose us. We are confident we have made the right choice for both colleagues and clients, which will benefit their future prosperity.”

Andrew Whitehouse a financial adviser in Maidstone with 35 clients and £10 million AUM said: “I was introduced to Perspective at exactly the right time. Their values, approach to client service and people are exactly what I was seeking. I am very comfortable with handing over responsibility for looking after all my clients to their existing office in Maidstone.”

Kristian Murphy, Senior Compliance Manager who joins Perspective from EY in London and has relocated to Newcastle upon Tyne, Perspective’s largest office, said: “I am delighted to have joined Perspective at such an exciting time of growth and opportunity. When I decided to move from consultancy into industry, it was important for me to join an ambitious firm which genuinely puts its clients’ best interests first, but also had the depth of knowledge and expertise required to deliver.

“It was clear from early on in my discussions with Perspective that this was the case and that I’d be a good fit culturally. Since joining, I have been incredibly impressed with not only the quality of the people within the team, but also the strategy and operational set up of our acquisitions process. I believe we are set up for success and are in a strong position to acquire at pace.”

For further information please contact:

Ian Wilkinson, Chief Executive Officer, Tel: 0161 244 9759 or Email: ian.wilkinson@pfgl.co.uk

David Hesketh, Chief Financial Officer, Tel: 0161 244 9759 or Email david.hesketh@pfgl.co.uk

Charles Penn, Group Head of Marketing, Tel: 07799 821904 or Email: charles.penn@pfgl.co.uk

Visit www.pfgl.co.uk or connect on **social media** – [LinkedIn](#) and [Twitter](#).

Our Purpose: We provide expert, specialised financial planning and wealth management advice that enables our clients to make full and effective use of their financial resources, so they can plan for and achieve the future they desire.

Our Vision: To build a sustainable and socially responsible business that is trusted by our staff and clients, never detracting from our core value that our clients come first in everything we do.

Our Six Values which help shape Perspective into the firm it is today:

- **We are Client-centric**
- **We will Do the Right Thing**
- **We always Deliver**
- **We become a Trusted Member of the Family**
- **We continually Set Standards of Excellence**
- **We believe in Teamwork**

Watch our short video here: <https://www.pfgl.co.uk/about-us/our-values/>