

## For Immediate Release

**25<sup>th</sup> June 2007**

### **LAUNCH OF CRITCHLEYS FINANCIAL PLANNING LLP**

Critchleys is delighted to announce the launch of its new Financial Planning LLP from 1 June 2007.

Critchleys has been providing high quality financial planning services for many years through the main practice. This launch sees the creation of a separately identifiable business which will continue to provide lifestyle and financial planning services to both existing clients of the firm and new clients outside the firm.

Jason McGuigan and Brian Foster, who are the two senior financial planners and have each been employed within Critchleys for ten years, will immediately join the LLP as Partners.

Critchleys Financial Planning LLP aims to be Oxford's leading independent, professional financial planning firm, recognised for offering its clients high quality advice, based on excellent personal service.

Jason McGuigan explains *"We have spent the last few years developing our business model to deliver a service that helps clients to realise their personal goals through focused discussions about what is important to them, and a well-thought-out financial plan. This service isn't new, but it is very different from what most people experience when they talk to a financial adviser. The response from clients has been fantastic; this is so far removed from traditional financial advice, which is still generally about selling financial products."*

Brian Foster believes that *this is what people seek when talking to a financial professional. "Clients tell us that they are looking for a relationship with their financial planner based on complete trust. Our clients engage us because they get this. We are really excited by what we have created and we will continually seek to find improvements."*

The launch of Critchleys Financial Planning LLP will be inaugurated with a party at The North Wall Arts Centre in Summertown on 20 September.

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