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Financial Planner to join the "elite" group with ISO 22222 certification

Paul Richardson, Managing Director of Surrey based, Concept Financial Planning Ltd is proud to join the professions elite by achieving the ISO22222 certification through Standards International.

ISO 22222 is an internationally agreed benchmark that assesses and awards financial planners who can demonstrate that they have the knowledge, skills, experience and ethical values to deliver a first class service to their clients.

Paul Richardson said "after building up our customer focused proposition, achieving the ISO 22222 standard was an obvious next step to work towards for the benefit of our clients as we grow our business. With the ever changing economic environment we now live in and the Financial Services Authority's Retail Distribution Review implementation programme, I believe it is paramount that financial planners increase their professional standards. Our clients can be confident that they are dealing with a firm where quality, ethical behaviour, regulatory adherence and a commitment to continually improve are at the heart of our financial planning service".

Michelle Hoskin, Director, Standards International said "Paul Richardson and his team have proven to us that true professionalism is all about being the absolute best you can be in everything that you do! We have seen a team and a business evolve from being good to being brilliant and we couldn't have asked for anything more. Awarding Paul with his ISO 22222 certification was our honour, the only professional award for a true professional adviser".

Notes to editors

Concept Financial Planning Ltd is based in South Croydon as an Independent Financial Adviser firm who offer financial planning advice on investments, pensions and protection products to individuals and corporate clients. The focus is on establishing and maintaining client relationships for the long term to cover the different life stages clients' face and to guide and advise them through these stages.

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