

SO WHAT'S YOUR MONEY FOR?

If you are investing for the future, exactly what do you envisage the money will be used for?

Could it be used to allow you to enjoy a comfortable, fulfilling and dignified retirement?

Alternatively, could it be used to allow you to make a meaningful contribution to the financial lives of your children?

Or perhaps it could be used to provide the best possible education for your children or grandchildren?

Those are just a few examples of what the money you have invested might be used for - there are of course many other ways you can put it to good use.

We are extremely proficient when it comes to helping our clients discover what is truly important to them about their money. We can use our skills and experience to create the right financial structure for your financial goals. Some examples of how we have achieved this can be found on our website.

For now though, let me explain why we chose a tree as our logo. Here it is...



Unlike many financial services companies, we didn't choose bar charts/graphs showing market data, we didn't choose a computer screen full of streaming data and we didn't choose a frenzied trading floor. We chose a tree. Here's why.

A tree is very simple. You plant it in the earth and a wonderful force of nature causes it to take root and to grow. You don't have to do much with it, the air and water and the nutrients it needs are all around the tree, and it knows how to use them.

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You don't dig it up every ninety days to check on its progress - nothing much will have changed in that brief time, and you might harm the tree. Nor do you uproot the tree and store it indoors during winter, to protect it from whatever you regard as "bad weather." Though its leaves might fall, and it may stop growing during the winter, the tree itself does not die. Even while leafless, it is still producing oxygen, without which you and I could not live.

If you give the tree enough room, enough light and enough time, it will give you back air, shelter and beauty, and will carry on doing so for your children and grandchildren after you've gone.

That's what investing is like - if you let it be. Wealth is no less organic than a tree. The growth of your wealth when it is invested in the markets is no less a force of nature than the growth of a tree. With a professional adviser by your side, helping you to filter out the noise and to focus on what's really important, wealth creation will take care of itself.

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