

## Adviser case study: Chris Masters, Talking Finances

### Providing the financial support to help an IFA firm grow

Chris Masters runs Talking Finances, a firm of Independent Financial Advisers based in Datchet, Berkshire.

In 2014 Chris decided it was time for a change and he set up Talking Finances as an Appointed Representative of Beaufort Financial.

Since then his business has gone from strength to strength. Here's Chris's story:

### What did he want?

Chris was keen to build his own financial planning practice but knew where his own strengths lay. He also knew that his clients valued his financial planning skills and the time they spent together, working towards achieving their financial goals.

Consequently, Chris was determined to outsource certain tasks to trusted experts, leaving him more time for financial planning and building his business.

One such task was compliance.

Chris knew how important robust procedures were to both his business and his clients. However, having never run a financial planning practice before, he knew he would need some expert help.

### What attracted Chris to Beaufort?

Chris's due diligence included comparing both directly authorised and network options. It was also vital that whichever he chose allowed him to run an autonomous business, under his own brand and act as an Independent Financial Adviser.

After careful consideration we were delighted he chose to become an appointed representative of Beaufort Financial Planning.

We'll allow Chris to explain why he chose to work with Beaufort:

"I have known Andrew Bennett (Beaufort's CEO) and Shane Balkham (Head of Portfolio Construction), for 15 years. Of course, this relationship helped. But to be truthful, I was so impressed with everything I saw during my due diligence, Beaufort would have been my first choice anyway."

"Their attention to detail, as well as their risk management, for example checking 100 per cent of my advice cases, is hugely impressive. And very reassuring; I know nothing will slip through the net."

"I also got a great sense of community and was given huge support from the senior management team."



“Finally, I was equally happy with their outsourced investment proposition, which I am under no compulsion to use and can maintain my independence, which is hugely important to me.”

“Since joining, everything I’ve been promised, and more, has been delivered. Beaufort is a relatively small network, which allows it to offer a more

bespoke approach. There’s certainly no ‘lowest common denominator’ approach.”

“I’m really happy with their approach to compliance too. My clients love the fact that someone outside of the business is ‘sense checking’ our advice to promote positive outcomes.”

---

## How has Chris’s business grown since 2014?

Talking Finances’ growth has been staggering:

Year	Turnover	Adviser number
1	£170,000	One
2	£245,000	One
3	£500,000	Two

Commenting on the growth, Chris says: “The complete trust we have in Beaufort’s compliance procedures, as well as the investment offering (where we use it) allows us to focus on what we do best; advising clients both new and existing. It also gives us the confidence that the structures and processes we have in place will keep up with our rate of growth.”

“The time saved has allowed us to expand the business by taking on another adviser and administrator.”

“To support this growth, Beaufort made a line of credit available. This has given us the confidence to push on with our business plans, safe in the knowledge cash flow isn’t going to be an issue.”

“At every step of the way, whatever we’ve needed they’ve provided.”

## Key reasons for joining Beaufort

- Management support to allow Chris to concentrate on time with clients
- Financial support to give Chris the confidence to grow his business
- Remaining independent with clear guidance when it comes to compliance

## Would you like to learn more about Beaufort?


If, like Chris, you want to focus your time and energy on the tasks that add real value to your clients, you want to grow your business, or you just feel there’s a better way, we would love to hear from you.

---

 [www.beaufortgroup.co.uk](http://www.beaufortgroup.co.uk)

 [enquiries@beaufortfinancial.co.uk](mailto:enquiries@beaufortfinancial.co.uk)

 0345 241 5347

 Kingsgate, High Street  
Redhill, RH1 1SH

 @Beaufortgroup