

# Pre-retirement planner of the year

**SUFFOLKLIFE**  
THE INTELLIGENT APPROACH

## Winner: Richard Page

### Position and company:

Managing director, Page Russell, Bury St Edmunds

### Qualifications:

CFP, DipPFS

### Past MM awards:

None

### Brief career history:

1986-1990: Breckland Insurance Brokers, self-employed broker.

1990-2001: Richard Page Financial Services (AR of Scottish Amicable) Principal.

2001-present Page Russell (directly-regulated fee-based IFA) managing director.



Suffolk Life chief executive Henry Catchpole, Richard Page and Michael Portillo

## Winner's comments

Although I have considered entering a case study in previous years, pressure of work has meant that this has never been realised, so this is my first attempt. The original plan was that my two sons and I would all enter as an intra-family competition. They soon dropped out citing the demands on their time. Personally I think they couldn't stand the competition, so I was determined to prove that there's life in the old dog yet!

I am passionate about providing independent, fee-based financial planning to my clients, so when I read the Pre-retirement Planner of the Year case study I knew instantly that this was a client I could help. This case represents an all too familiar situation for many small and family business clients in today's harsh economic environment. As I consider myself a bit of a SSAS specialist, it was interesting to find myself recommending a SIPP for a family firm client. It was also a very interesting scenario to address, where the 'obvious' solutions simply would not provide a viable resolution.

It is too easy to become demotivated and ground down by the ceaseless regulatory and other pressures that are part of being a small IFA these days. It is therefore a tremendous boost to have one's work validated by what I consider to be the UK's most prestigious individual financial planning award.

## Judges' comments

Richard presented a solution that had been extremely well thought through and reasoned. He showed an ability to understand the client's problem, clearly assessed the objectives and demonstrated how his plan achieved the client's aims. His assumptions were explained well and he provided a good, simple explanation of asset classes and why diversification is important.

The plan was helped by containing a brief overview of recommendations to be made, followed by detailed explanations of them. Richard showed how Ronan, the client, would be able to achieve his retirement at age 60, explained why he recommended a SIPP rather than a SASS and why he preferred the route of the SIPP purchasing the property rather than a SASS providing a loan. He took into consideration Susan's, the client's daughter's, involvement in the business and recognised that Ronan's son, Robert, may well wish to have more involvement in the company at some time in the future. Altogether a well presented and well explained plan from a planner who clearly understood the problem and had spent time identifying with the client.



Suffolk Life chief executive Henry Catchpole, Ian Barton and Michael Portillo

## Runner up: Ian Barton

### Position and company:

Senior financial planning manager, Mazars, Bristol

### Qualifications:

ACII, FP1,2,3, G10, G20, G60, AF3, SP1, K10, CFP.

### Past MM awards:

2007 - Winner, Post retirement

### Brief career history:

1983 - 86: Windsor Life

1986-1987: Lloyds Bank Insurance Services

1988 - 2002: Godwins/Aon

2002 - 2006: Smith & Williamson

2006 - present: Mazars