



A Fresh Approach To Financial Advice

A Hollywood-based company run by two experienced women financial advisors is promising a fresh and innovative new approach to the financial management marketplace.

IQ & Co, based on Hollywood's High Street but with access to the NI-wide office network of sister company MortgageIQ. Tanya and Angela are both Directors of Mortgage IQ one of Northern Ireland's market-leading mortgage brokers and a company with a thriving network of eleven offices here. "We provide impartial financial advice to men, women, families and companies," says one of the two partners behind IQ, Tanya Martin. She's joined in the venture by Angela Forsythe, fellow Director in Mortgage IQ and an

experienced former financial advisor working in the estate agency and banking sectors. Tanya is a former bank financial advisor with more than 20 years experience in financial advice is also Managing Director of MortgageIQ. "Wealth management and financial advice is a natural development from the mortgage side of the business," says Tanya. "we have been providing financial advice to our clients for a long time but have never promoted it as a separate brand and service. We believe there is a gap in market

place to expand the service we currently provide and made the decision to launch IQ & CO from our office based in Hollywood for clients across Northern Ireland. Our market research says Financial advice is a very traditional kind of business, and it's one that has been completely dominated by men in the financial advisor role and a female led firm would have a fresh approach and appeal." It has also invested in comfortable - and confidential - offices in Hollywood where customers can come to discuss their financial requirements. "Previously it would have been common for a financial advisor to visit you at home or business premises. We are of course flexible in how we talk to our

clients, but think business is much better done in professional office surroundings where our clients can relax and benefit from our presentation screens, financial modelling tools and support staff. These tools are key to providing transparent and thorough financial advice" adds Angela Forsythe. Both Angela and Tanya say that there has been wholesale change in the financial management marketplace over recent years. "There has been a dramatic drop in the number of financial advisors serving the market," says Angela. "A lot of advisers have dropped out of the business. Part of that is due to the fact that the fee charging rules have changed and they're not able to earn commissions from providers they previously did.



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"And part of it is that advisers have to study harder to gain more stringent qualifications. And that, quite simply, doesn't suit everyone. Add to that the fact that many of the main banks no longer run financial advisory departments and you start to see how much this business has changed." Whilst we have been providing financial advice to our clients for many years, establishing IQ & Co, as a brand new player in the marketplace allows us to develop this service further and establish a reputation quickly... by doing things differently. Tanya adds, "Market research has shown that a fresh approach

is needed and we intend to deliver that. We will build our client base as we have built our mortgage base, providing smart, simple, transparent and thorough advice. We use financial modelling tools through discussions with our clients to design a clear plan for them to achieve their financial goals." With the number of Financial Advisers in UK shrinking from 90,000 to 25,000 in last 10 years there is a real gap in the market for good advisers to meet this need. "We currently have 6 mortgage advisors starting a 2 year training plan to become financial advisors



to help with the demand for smart financial planning. We expect this to at least double in next 2 years" Says Tanya. Technology, they say, will have a role to play in how they deliver customer service. "While face to face meetings are almost always required at some stage, we often use Skype and Facetime to meet online with clients as and when required. We have a flexible and innovative approach to how we give advice and it works for our clients," says Angela. "Clients have online access to their portfolios at all times. They can log in to see the value of their pensions and

investments and they have access to our support team who are on hand to help any time. We also email all our clients a monthly newsletter with an update on the market." Tanya says "We firmly believe that financial advice should be about transparency and work hard to deliver this for our clients. A lack of transparency has been a common failing in this space in the past." Both Tanya and Angela provide advice in all areas of financial planning, they are specialists in complex pension transfer work and have many corporate clients. They use financial modelling to provide future forecasts as part of their planning. They work smarter with modelling tools to deliver a clear transparent solution in very complex areas. They are confident that their fresh approach will be a firm disruptor in what has always been a highly traditional marketplace.