



Core values and business practices

- We endeavour to maintain our knowledge, skills, capability and resources with a view to providing top quality independent financial advice.
- We aim to deliver the best possible service to each of our clients, acting always in their best interest.
- We treat people fairly and with respect whether they be clients, product/service providers or our own staff/colleagues and regardless of race, sex, beliefs, age or ability.
- We act with the highest ethical standards and integrity, complying with relevant laws, industry regulation and the code of ethics and conduct prescribed by our professional body.
- We aim to be a champion of high standards of professionalism in the financial services industry, cooperating with initiatives to improve qualifications and quality of service for the benefit of consumers.
- We aim to be socially responsible in the geographical and commercial arenas in which we do business and to support local community, commerce and designated charities.