



## Introduction to John

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During his time as MD for a global fashion brand, John met a fair number of advisers. For him the key to appointing Edison was a feeling of trust, in the people and the advice they gave. We have helped John through some unexpected turns of events, personally and professionally, by making sure that the advice we give him is always relevant and purposeful.

**“Trust. Trust was very important.”**

## John’s Story

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“I was looking for some help because of various changes in legislation, tax, non-domicile and everything else and I wasn’t sure that I had either the time or the expertise myself.

Initially, I spoke to some larger wealth managers – private banks and well known national firms. They had nice offices and they would give you a lot of spiel, but at the end of the day they just wanted to sell their products without knowing much about me as a person.

I think these decisions come down to personality too and I liked the feel of Edison and the people there. Also, they were independent and not part of a big institution – they seemed smaller and more agile.

Having come across quite a few ‘cowboys’ in the finance industry, you get a sense that some people purport to be focused on your objectives, but are in fact just salesmen. It’s not like that at Edison. There’s the right balance of personal and professional. Not only that, they’re clever, innovative and very switched on.

## John's Story (cont.)

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Edison are always in touch when there's something I need to know and they're always willing to help. I don't feel a burning interest to get in touch very often, but when I do they react immediately. The levels of service and availability really do stand out. And when I've had very specific issues, such as trying to conclude my mother's estate, I got a huge amount of support over and above from them. If it hadn't been for Edison it would have been much more difficult."

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For a straightforward conversation, call us on 020 7287 2225 or email [hello@edisonwm.com](mailto:hello@edisonwm.com).

