

LANCASHIRE BUSINESS VIEW RED ROSE AWARDS 2017

in association with

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TRUE BEARING
CHARTERED FINANCIAL PLANNERS
The Right Direction for Financial Advice



TRUE BEARING

WINNERS OF THE FINANCIAL BUSINESS AWARD

Based in Chorley

Established in 2003 and employing 57 staff, True Bearing is an independent chartered financial adviser. In 2013 True Bearing launched a pre-retirement seminar programme and launched Bread and Butter Advice which provide financial advice simultaneously online and by phone. In 2015, True Bearing launched True Bearing Legal Services, providing cost-effective and straightforward legal advice.

Why did you enter the Red Rose Awards?

Entering the Financial Business Award was a way of showcasing what True Bearing do.

How did you find the online entry process and judging process?

Very straight forward. It was actually amazing to see how much we had achieved when we put pen to paper to complete the application! The directors were able to wow the judges and demonstrate why we excel and how we go above and beyond that of a typical IFA firm. At the same time, it gave us the opportunity to discuss the company developments with successful business leaders, who were able to see things from a different perspective.

What was it like to win on the night?

It really was a moment of sheer joy, and gave us permission to reflect on how far we've come, and what we've achieved. We've worked relentlessly over the last thirteen years to develop the business and winning has been the ultimate validation and recognition of our achievements.

How has your business benefitted from winning the award?

Winning a Red Rose Award is one of the best endorsements a Lancashire business could ask for. The awards increased our company profile and gave us the opportunity to shout about this and all of our achievements. We use the endorsement in our communications and it has helped with client retention and to open doors to new markets.

Do you have any tips / advice / words of encouragement to those companies thinking of entering this year?

It is far more than a publicity opportunity. Winning the award gave team morale a great boost. All our employees show great effort, enthusiasm, engagement, belief and most of all trust, in our firm and winning this award just reinforced that. Completing the application and attending interview is a great way to take a step back from the day to day running of the business and evaluate what you have achieved and how you want to develop in the future.

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