The AFH Marketing Group

The AFH Group is a growing team of independent financial advisers, based in prestigious offices at St Johns House in central Bromsgrove. The AFH Group, founded almost 20 years ago by chartered financial planner, Alan Hudson has evolved into a culture that focuses on working in partnership with clients and building long-term relationships based on mutual trust and respect.

Servicing the wider Midlands area, we pride ourselves on offering a genuinely personal and approachable service and this is echoed by each of our professional advisers.

There's something pretty special about an AFH adviser. We only recruit the very best advisers who are fully qualified and committed to continually updating their knowledge. We conduct a rigorous recruitment process to ensure our advisers are honest, sincere and above all client focused.

With a team of almost 100, our infrastructure provides our advisers with resources that can't be matched by a smaller practice. We believe that our advisers are only as good as the engine that supports them, so we have invested time and money into developing a network of in-house investment specialists, technical experts and administrators. Unusually we combine traditional IFA services with Discretionary Investment Management and Stockbroking.

AFH
WEALTH
MANAGEMENT

To arrange an informal no obligation introductory meeting at your home, workplace or at our offices in Bromsgrove, please contact us.

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AFH
WEALTH
MANAGEMENT

INDEPENDENT FINANCIAL ADVICE WITH A PERSONAL APPROACH

Offering Simple, Straight forward Financial Solutions

Financial Planning is a complex subject. Working through the maze of the various products and financial jargon is complicated enough, but throw in the added distraction of tax implications and keeping up to date with changes in legislation and you have a full time job.

Our aim is simply to provide strategic financial advice to individuals and corporate clients. We offer a personalised service that adopts a holistic approach by focusing on all aspects of your finances. We aim to provide a straightforward plain English financial planning service. We are focused towards long-term client relationships as we believe that this is the most effective way for clients to achieve their financial goals. We are only happy once our clients have become our friends, because that is the way we like to work. We receive constant referrals from Solicitors and Accountants and a large provincial Building Society which reflects the high regard we are held within the professional community.

Providing Independence and choice

Being independent means that the advice we provide is totally unbiased. We are free to advise on financial products available from all the leading product providers. We are therefore not tied to any one company or mortgage lender. We use advanced computer software and unlike many smaller practices we have technical and investment teams to conduct in-depth due diligence on the investments and product providers to select only the very best for our clients.

Only after fully completing a financial review will we develop a plan and put forward our financial recommendations. We will then search the whole of the market for the most appropriate products to meet your requirements. In almost all cases we are able to make arrangements that you would be unable to make for yourself. All our proposals will be fully explained with transparent costs you can understand. It's a core belief that the cost of investing in the UK is too expensive compared to other countries and wherever possible we seek to minimise the effects of the underlying charges. Our recommendations therefore reflect a complete cost benefit analysis.

There are thousands of IFAs so why should you choose AFH?

We believe AFH offers so much more. Our Investment committee is six strong and includes an Economist, Stockbroker and Fund Manager. Our Investment specialists are at the centre of everything we do. Our Investment team provide active fund management, taking the worry out of the day to day management of your investments. With less than 2% of IFAs currently authorised to carry out Discretionary Portfolio Management we feel that our service offering can't be matched. In recognition of our investment processes we sit on the Adviser Fund Index (AFI) panel. The panel provides an industry benchmark for advisers to measure their investment performance. With only 20 investment specialists in the country on the panel we feel that this is an accolade that supports our credibility.

The management of your investments is too important to be left to chance. If your wealth is to grow successfully, you need expert help to keep track of the ever changing financial markets. So, put your trust in us.

Our Proposition

Independent Financial Advice

Investing for your future
Planning for your Retirement & Retirement Options
Funding for Long Term Care
Protection for your Family
Mortgage/Remortgage
Equity Release

Discretionary & Advisory Investment Management

Discretionary Portfolio Management
Investment Advisory Service
Stockbroking & Share Exchange

Tax & Estate Planning

Estate Preservation & Trust Planning
Inheritance Tax Planning
Wills & Probate Service
Tax Efficient Investment Solutions

Corporate Solutions

Pension Planning for Directors
Company Pension Schemes
Protection for your Business & Key Personnel
Business Financing Solutions
Assistance with Government Grants