



Liz Robinson

Director of Liz Robinson Wealth Management

Q&A

Meet Liz

After setting up my own business as an IFA in 2005, I was part of a network that went into administration. I lost a considerable amount of money and was delicensed immediately through no fault of my own, which was a horrendous experience. I was already talking to SJP, and they were very supportive and caring; I was up and running within a few weeks.

Why did you align your business to SJP?

I had previously perceived SJP as expensive and arrogant; however, what I found was the complete opposite.

Everyone was so helpful and welcoming, from admin staff to Partners to management.

I felt that they all wanted me to succeed. It can be challenging, as an IFA, to keep on top of client's portfolios. Having the security and peace of mind of leaving that to specialists at a FTSE 100 company felt right.

The support I receive in developing me as a person and a business owner, plus a robust client proposition, has given me confidence that my clients are in safe hands.

How has SJP supported you and your business?

My business has now grown from strength to strength. I have more financial security and job satisfaction. I know that one day I can retire without leaving my clients in the lurch, and with no liability, through SJP's succession plan and proven exit strategy.

I am also the Charitable Foundation Representative for the Nottingham location, and I mentor younger Partners, both of which are very rewarding, so it's not all about business!

What difference has joining the SJP Partnership made to you and your business?

My work/life balance is now healthier than ever, and my business will keep growing each year with the support I have around me at SJP. I am part of a family that cares about my clients and me, which is invaluable.