



Martin Heslop

Testimonial

Meet Martin

I left school at 16 and at the time was unsure of my career path. I did various unrelated jobs for six years, working as a chef, a banker and even in a computing role before starting at Prudential in 2001 in an admin role. It was then that I began to take an interest in the financial advice side, so did my exams and worked my way up to be an IFA Consultant.

I joined the St. James's Place Partnership in June 2009 as a self-employed adviser within an established practice. I was then lucky enough to have the opportunity to buy the business from the retiring owner in September 2020, making me the owner and Director of Sutherland Mayfair Wealth Management Ltd.

Why did you decide to peruse a career with SJP?

I wanted to leave employment and own my own business. SJP had the structure in place to help facilitate this for someone in my position as I had never owned a business before. They provided me with as much training and support on any area I felt I needed it; from any aspect on being an adviser to running a business. The support from SJP has been second to none.

Has your life changed because of joining SJP, if so how?

My life has completely changed! The autonomy of running my own business is great. I choose my own hours and structure and don't need to answer to anyone or do any activities I don't deem beneficial. My earnings are also fully in my control, not limited to a company pay structure.

Does SJP facilitate progression in your role, if so how?

As the business owner there are no other roles to progress to as such, however there are clear support

structures in place to help me grow the business through natural growth or via SJPs Business Sale and Purchase Scheme. This scheme also assists me to sell my business when I'm ready to retire in the future. One big benefit is the access to other SJP Partners who are further along their journey than me and are all very open to helping and sharing their knowledge and experience of growing their own businesses. The support from other advisers and business owners in the SJP community is huge and very worthwhile.

It has been the best decision I've made of my career. It has given me a career that I love and that affords me a good lifestyle both financially and time wise, and a clear future exit strategy.

What advice would you give to someone thinking about joining SJP?

Joining SJP can take many different forms, and can be different for everyone, from the role you take on, to the basis e.g. employed or self-employed, and the practice you join (or start your own). You can find or design a career to suit your own individual needs and circumstances. So, I would say explore all options fully, try and speak with others already at SJP to get honest, real-life feedback and make a fully informed decision.

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