

Small but perfectly-formed?

Sometimes, when potential new Members are talking to us, some concerns are expressed about our *size*. Clearly, ValidPath is not *always* being mentioned in the financial media, and perhaps therefore isn't exactly an immediate choice for IFAs choosing the network route for their authorisation.

However, dare we suggest that to think this way may be to miss a trick?

Firstly, there's the issue of longevity: at ValidPath, we have been developing our network proposition since 2002, during which time an awful lot of much larger businesses have come...and gone. If you sit down and make a list of the names which no longer feature in this marketplace, or those which have been swallowed up by some other entity, you may be surprised at how long it runs for.

Our approach has been to ignore the market hype, learn from the mistakes of bigger providers and quietly get on with the business of 'doing network' as best we can.

Secondly, there's the issue of financial strength. Some of our competitors are owned by big organisations with, apparently, very deep pockets. Quite a few are owned by large insurers, which may raise a few questions concerning independence. Clearly, there may well be a theoretical benefit to the backing provided by that kind of financial clout - it's just

difficult to see how, in practice, this actually delivers additional value to IFAs and financial-planners and their clients. Indeed, recent market experience suggests that 'bigger isn't necessarily better'.

Thirdly, there's the not insignificant matter of independence. How much do you value it? To what extent does it frame the value that you add for your clients? If you see yourself as an 'IFA', then ValidPath is one of only two options available, if you are considering the network route for authorisation. After years of operation, ValidPath are *ideologically* committed to independence, because it is better for the client, and therefore better for advisers.

Fourthly, there's the issue of how much support we provide for our Members. You'd expect, wouldn't you, that the big players have much more to offer?

Interestingly, that's not the feedback we get from our Members, many of whom are refugees from some of our major competitors. Pound for pound, ValidPath delivers a level of focused support *where it matters*, which you are unlikely to encounter elsewhere. We don't, for instance, make a big deal of maxing out commission rates - because many of our Members are now well on the way to building highly profitable fee-based practices.

Why not take a few minutes to check out our website, or give us a call on **02920 494495** to find out more?

Your best route to a thriving practice

Find out more at www.validpath-network.co.uk

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