

MAN IN A SUITCASE

The Sesame Bankhall Group has many different types of businesses within its membership and following a month that saw hundreds of nations descend on our capital, we feature a Cheshire based firm with its very own global reach.

NAME: PAUL BEARD FIRM: ALEXANDER BEARD GROUP

When Paul Beard established his business 25 years ago he couldn't have envisaged how his business would look today; a diverse financial services Group serving a number of niche markets.

At its core is an IFA practice with offices in Chester and Leeds with 6 Partners and 3 Associates producing annual revenues of £750,000. But, as a visit to their offices quickly demonstrates, this is no ordinary IFA practice.

The walls of the office are adorned with messages, gold discs and mementos from many of the celebrity clients that they have advised over the years. Its Sports Media & Entertainment Division has over 150 celebrity clients including two members of the England Euro 2012 squad.

But this business is not just based on servicing celebrity clients; the International Schools and Humanities Division provides a Retirement Plan to Teachers and Aid workers around the world. It currently has annual premium income of \$3 million with US\$24 million (and rising) under management.

The Group's International Employee Benefits business is focused upon foreign owned companies with employees in the UK and Europe. This is the group's fastest growing division with annual revenues now approaching £400,000 per annum. "This is predominantly a fee based business" says Paul "We provide employee benefits packages and 1-2-1 financial planning for every staff member, a well-received package providing prospects to our IFA practice".

Finally, their Expat and Emigration Division completes up the Group. It has regulated offices in Cyprus, San Francisco, Sydney and Auckland; the latter two focussing upon emigration based QROPS transfers. ABG has also submitted their application to the South African regulatory authorities for an office to be based in Johannesburg.

Paul's commitment to building a diverse business has meant extensive travelling over the last 10 years and this year alone he has visited USA (3 times), Australia, New Zealand, Singapore, South Africa, France and Holland.

He really is a "man in a suitcase"!

Plans for the future include the imminent launch of AMVEST, a UK based SIPP for British expats living in the USA, with Paul commenting "the IRS does not allow incoming pension transfers, so we have devised a U.K. based solution providing all the answers they want without the transfer having to take place"

Could you and your clients benefit?

If you have clients emigrating to Australia, New Zealand, Canada, the United States or South Africa, Paul and the team would be delighted to offer their expertise and experience.

You would benefit from referring a client to a business that not only has the expertise to advise these clients now, but who also has bases in each of these countries from which to support them from, giving you the reassurances that your client is being looked after from start to finish.

What's more, you will receive an introducer fee for the referral.

SOUND INTERESTING? IF SO, THEN PLEASE DO NOT HESITATE TO CONTACT THEM ON INFO@ABG.NET.

Paul concluded....

"I have diversified partly for the challenge, but also as a 'hedge' against any negative effects of RDR. I am fortunate to work with a team of smashing people; two of whom joined me over 17 years ago, with 7 others having been with the Group for between 7 and 11 years, so they understand what we are trying to achieve. But we are a bit unusual to say the least!"

Like a lot of small entrepreneurially led companies they are often a reflection of their founder!

