The IFW's Corporate members

Higgins Fairbairn and Co are a firm of independent Chartered Financial Planners based in Soho, London. They specialise in helping professionals, business owners and people at every stage of life to connect their financial resources to their personal aspirations.

They describe their work as being "cemented in reality; the real things that you want to achieve, and the real life that you want to attain in the process. Reality-based financial planning places your goals at the heart of everything we do."

Find out more.

Kenwell is the story of a number of experienced financial services professionals who have come together to create the business they always wanted to build. In 2020, David Howell and John Kenny-Levick met to discuss creating a financial advice business that was focused on a person's financial wellbeing first, and their money second. They wanted to build a practice where the main product was *financial advice* and not simply a distribution service for financial products. From this conversation Kenwell was born. David and John commenced the UK operations and began to assemble a team of like-minded advisers and administrators.

"Kenwell exists to improve the financial wellbeing of our clients. We believe that families who are in control of their money have a higher likelihood of living happy, fulfilled lives. This, in turn, contributes to a better and more prosperous society.
The concept of wellbeing generally, and financial wellbeing specifically, is central to our purpose and inherent in our value proposition. Indeed, all that we do seeks, as a final measure, to improve the financial wellbeing of our clients." **Find out more.**

Paradigm Norton is one of the leading financial planning firms in the UK, and exists to help clients articulate and realise the things that are most important to them in life.

"Money and financial wealth are not ends in themselves, they are the means of achieving the goals and dreams we hold dear. Small and large, short term or long term, we all have things in life that matter deeply to us and that we'd love to enjoy, experience, and see accomplished. And yet often, our finances and our financial decisions operate in a vacuum, disconnected from those goals and dreams. Financial planning isn't just about products and investments, tax rules, and the accumulation of wealth. It's about what's uniquely important to you, and the careful application of these things to build a bespoke roadmap to help you achieve them. It's about bringing your finances and your goals, dreams, and passions together. Financial planning is about helping people say: 'I'm glad I did . . . ', not 'I wish I had . . . ' That's what we do at Paradigm Norton." **Find out more.**