



Adam Rideout

Age: Mid 30s

Qualifications:

BSc Psychology
Diploma in Financial Planning (DipPFS)
AF5
AF7 (DB Transfer Qualified)
CF30 (Controlled Functions)

Career History:

After graduating, I worked for children and youth offending services. In 2011, I took on various trainee IFA roles before becoming CF30 qualified. In 2012, I started seeing clients and began building my own self-employed business.

When did you know you were ready to start working for yourself?

Although I'm not sure I was ready, I was sure that I wanted to be a financial planner and the self-employed route seemed like the quickest way to develop my book of clients.

How did you feel when you became self-employed?

Going from working with young offenders to becoming a financial planner was a big change for me. It was a scary experience and one that I can't believe that I did. But looking back I am glad I took a leap of faith and started working for myself.

“The culture and openness available at Foster Denovo means support is never far away.”

What was your greatest worry / fear?

My greatest worry was whether I would be able to find clients to build my business. Another was what I would do during the lean and quiet periods. However, I was fortunate to attract enough clients during the early years and since joining Foster Denovo, with all the support and encouragement available, I worry about these things much less.

What do you enjoy most about being self-employed?

I love the flexibility of when and how I work. More importantly, I enjoy knowing that I am making a real difference to the clients I work with, whilst building my connections and my business; it's great that my clients are my own at Foster Denovo. I'm also increasing my value as well as my income as I build my business.

“I am much more focused on the ongoing service I deliver to my clients.”

What has been the greatest benefit of being self-employed with Foster Denovo?

At Foster Denovo, I did not feel as alone as I have with other companies. The culture and openness at Foster Denovo means support is never far away. There is also a great spirit amongst the self-employed Partners – everyone understands each other's struggles and are always willing to help one another.



What do you enjoy most about working at Foster Denovo?

There is a lot of support from people across all parts of the business; everyone is approachable, particularly senior management, and I also enjoy the inclusive culture, sharing of knowledge and experience – no matter what the case is.

What have you learnt while at Foster Denovo?

Being part of Foster Denovo has further helped me to deliver a high level of service to my clients. I am also much more focused on the ongoing service I deliver to them. It has been very helpful working alongside experienced colleagues that have grown their business to where I would like mine to get to.

At Foster Denovo we use a great cash flow planning tool. It has been a great visual aid, giving my clients a better way of understanding how their choices can affect their financial situation in the future. It also helps me to communicate my recommendations clearly and “bring them to life”.

What other forms of support have been beneficial to your growth as an adviser?

There are various forms of support available at Foster Denovo. The most beneficial for me has been the mentoring peer group, which is delivered by one of our Senior Employee Benefits Partners, who is highly experienced. As I attend the peer group sessions, I have been able to soak up the experience and knowledge from other Partners who ‘have been there and done it’. The Partners are always open, honest and willing to give their time and support.

Quantum Leap, Foster Denovo’s development programme, has also been a good source of business development ideas and motivation. It’s great to learn from the business’ top advisers as they share their secrets and systems.

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**Find out the benefits of becoming a Partner at Foster Denovo.
Get in touch with us today.**

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