

**Financial Industry Group, 3 Oct 2011**

## National accolade for Norwich financial advice firm



The company won the Good Advice Award in the Best Tax and Estate Planner category at the Investment Life & Pensions Moneyfacts Awards 2011 on Friday September 23.

The gala lunch event was held at the London Marriott Hotel, Grosvenor Square, with TV presenter Natasha Kaplinsky as the guest speaker.

Moneyfacts Investment Life & Pensions Awards is recognised as one of the highlights of the industry calendar and recognises excellence across the sector with awards presented following rigorous product monitoring throughout the preceding year.

Almary Green's Managing Director Carl Lamb was delighted to have collected the Good Advice Award for Almary Green - which is celebrating its 10 anniversary in 2011 - before an audience of more than 400 people, representing the elite of the financial sector in the UK.

Carl Lamb said "We are all delighted to have won this award and we feel this is a perfect way to mark our 10 anniversary. That makes it particularly special for us.

"It is an award for the whole team. A lot of people at Almary Green have contributed to this success. Our ethos is very much to be a team and encourage people to develop and everybody in the company should feel proud of this award as they have all participated in this success."

Almary Green has advisers who have their own area of expertise but, working as a team, tap into each other's knowledge where needed to ensure that the advice clients receive is fully tailored to their specific circumstances.

Mr Lamb added "With this award we have set a new benchmark. We have proved to our existing customers that we have a standing and a strong reputation, and it shows to potential new clients that we are a firm that they should be dealing with."

For the award, Moneyfacts set all entrants in the category from right across the UK various scenarios that they had to respond to and from that the best performers were shortlisted with Almary Green emerging as the winner.

Mr Lamb also believes the award underlines the importance of estate planning.

He said "With the current trauma in markets, estate planning has a tendency to become overlooked, but it remains as important as ever.

"IFAs have a duty to examine this area every time they carry out a client review. Inheritance Tax is a voluntary tax. It is completely avoidable with the right planning and

the right investment vehicles but with changing rules and legislation, good advice and regular reassessment is critical."

The company takes its name Almary Green from the small lawn in the Cathedral Close in Norwich, where a decade ago the future directors of the newly-conceived company sat discussing potential names.

It spent its first four years in premises alongside the lawn at Almary Green in the centre of Norwich, before moving to the new open plan building on Meridian Business Park in 2005.

Almary Green marked its 10 anniversary in April and as part of the celebrations established a charity fund to distribute £10,000 to community causes across Norfolk, Suffolk and Cambridgeshire. It is also the sponsor of the Norwich Theatre Royal pantomime, which this year is Sleeping Beauty.

**Photo: Almary Green Moneyfacts Best Tax and Estate Planner - Centre Carl Lamb, managing director of Almary Green receives his award from TV personality Natasha Kaplinsky. Left Roy Durrant and right Neil Dobson of Almary Green**