

You would think that a company rebrand was simple, however, having gone through this process, it has been far from it.

It took several months to beauty parade and to finally decide on a rebrand/marketing partner, who then carried out research to understand our business, our why, our culture, our vision and our core values that included staff and several client interviews. The outcome was a brand positioning document a summary from which is extracted below:

*“The financial wellbeing of clients and peace of mind are clear outcomes from the work you do; both were mentioned specifically by clients. Several clients used the term ‘life changing’ when referring to how you’d helped, and also how a ‘life long relationship’ had been created with the business. Phrases such as ‘homely’, ‘warm’ and ‘boutique’ came up several times, and this builds on Nick’s personal and friendly manner with all clients. This should not be lost, and should be built on and cascaded through the team. This theme of friendliness, compassion, honesty (a safe pair of hands), rigorous in their approach and caring was very strongly felt by your clients and something that definitely stands you apart.”*

Once the brand positioning was agreed, the next phase was communicating this via the various mediums. This has included a web-site redesign, video productions, the launch of social media platforms (LinkedIn, Facebook and Twitter) and offline collateral such as our new logo and this letterheaded paper amongst other things.

Overall this process has taken almost 12 months to complete.

So, why have we rebranded?

Henwood Court was very much my baby. I established the business in 2004, at our office in Compton, Wolverhampton. This was on the Henwood Road and the building was called Henwood Court. So, this is where our name comes from and indeed the ‘old’ logo. However, the location did not quite work out and we relocated to Aldridge from 2006 until March 2009 when we moved to our current home, The Cruck Barn, Sutton Coldfield.

You do not need me to tell you that since 2004 the world has become a very different place with much of this change is a result of technological advances and the financial services profession has not been immune.

The Henwood Court of 2004 would not survive today.

Our journey has been one of continuous improvement because if you stand still you get left behind. So, we have invested in bringing the very best talent into our business and we are determined to continue to invest in their education and training. Indeed, for the past three years we have secured and retained our Corporate Chartered status, a reflection of the high level of qualifications and ethical standards within our team. You would struggle to find a team in the Midlands with our experience and level of qualifications. There are now 14 employees at Henwood Court, plus 6 contracted consultants that provide vital services to our business, while we continue to look for the very best people who share our values.





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We also continue to invest in cutting edge technology to support our team in delivering advice and service, and in particular with financial planning software. We are currently working on some further technological enhancements which we hope will further improve your experience working with us.

Perhaps more profoundly, in 2007, Henwood Court evolved from providing financial 'product' advice, to providing a financial 'life' planning service within our lifestyle financial planning proposition (Financialsense®) which we continue to improve and refine. This is designed to do far more than give financial advice, but to challenge you to consider what is important to you, what are your life objectives, what does an ideal life look like, and then using this knowledge, mobilise your financial resources within your personal financial life plan to help you live this life. That is my and the company's overriding purpose.

It still surprises me that the vast majority of IFA/Wealth Management firms still lead on product advice which in essence focuses on the client money rather than the client themselves. There is nothing wrong with this provided it is done ethically. However, I personally believe that great financial planning can change people's lives, give them a better 'return' on life through showing what is possible and encouraging action. We exist to inspire ideas, create confidence and ultimately give people freedom to live, with some *carefrontation* thrown in. Now, lifestyle financial planning is at the heart of absolutely every conversation, everything we talk about and touch with our clients.

I am proud to say that many of our clients are today enjoying a life or planning a future that they did not know was possible.

This is what drives me and this is why Henwood Court has rebranded, to try and communicate this differentiator from the vast majority of financial service businesses.

So, while I hope the business will continue to grow, and reach out and recruit more suitable clients, this does not mean we will lose the personal nature of our service, something I and I know you hold dear.

Our web-site redesign has been very time consuming but we are very pleased with the outcome, and it is easier to navigate around the site particularly if you visit us on your mobile phone which most visitors now do. Of course, the web address (URL) has not changed, it remains [www.henwoodcourt.co.uk](http://www.henwoodcourt.co.uk) – please take a look.

If you access your portfolio via our web-site rather than direct with the platform's web-site, then you can still do this via our web-site within the Client Login section.

We have also made our Facebook debut, so if you are on this platform then please follow-us for company and financial news, while we also have a LinkedIn company page where our clients and approved contacts may network together. If Twitter is your thing, then you will find us on that platform as well. We have not quite made it onto Instagram or Snapchat yet, my kids threatened to leave home if I went onto these mediums....I was tempted!

I sincerely hope you like our new look and will join our social media community and, as always, I would welcome your comments and feedback.



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In another 14 years it will be 2032. Maybe writing and posting letters will be ancient history by then and who knows what the world will look like. Be reassured, we are here for you and will continue to evolve so that we remain at the forefront of our profession.

Thank you for your continued support and for being very much part of our business.

Yours sincerely,

**Nicholas Platt**  
**Managing Director**