



## DANIEL BLOOMFIELD

WEALTH MANAGEMENT

### **Your own life journey is unique and special.**

So numbers, figures, financial products aside first. Let us really get to know you, build a relationship; and then we can apply our wealth of applicable knowledge to aid your aspirations. Only then can we truly master a plan that's tailor-made for you.

We invite you to dip into our series of real life Client Stories that demonstrates how we have been doing just this for many of our existing, highly cherished clients. All of them 100% true, except we've changed names and exact details to protect individual privacy.

## CLIENT STORIES

### Considered Advice For Bold Company Sale

**Mr G had been in the insurance industry for over 25 years and run his own successful insurance brokerage for over seven of those years. Building the business had been a rewarding experience and his comprehensive knowledge of the industry had stood him in good stead. It was also however, a tough slog with unending burden weighing on his shoulders. This pressure seeped back to the home, taking its toll on an otherwise happy family life with his wife and three children.**

He faced a common problem for business owners, becoming fed up with little time for leisure activities and often missing out on key events in his children's lives such as assemblies, ballet displays and sports days.

In actual fact there was little quality of life. Just work.

With his fifties on the horizon and company profits looking extremely vibrant, he was unexpectedly approached by a large national company to buy his business.

### **Support from Daniel Bloomfield Wealth Management Ltd**

Mr G sought our advice moving forward, and we could see straight away that he had prudently saved into pensions, investments and property. But at this point there was still one big question, which needed to be explored, and about which he needed total reassurance which was whether this would be enough to allow him financial freedom.

## The Next Step

This was an exciting proposition that nevertheless needed careful, non-hasty consideration.

Mr G and I had already built a really good relationship and there was already a solid trust in place. At this crucial time, he needed a financial adviser to discuss a whole host of issues, not just financial but on a more personal level too. For example, would there be enough money to live comfortably as he was still quite young to retire?

The offer of the sale on the table was highly confidential and much welcome discussion and research ensued.

## Our Help & Advice

- We produced a clear and tailored report to outline the key issues Mr G faced and explored the solutions.
- This included looking at his existing portfolio of investments, also comprising a small property portfolio, and advising on its enhancement, looking at risk factors as well as other products which could lead to better returns under these new circumstances.
- We explored options to minimise tax liability where appropriate.
- In addition, we created a plan to utilise not only his but also his wife and children's tax allowances so that they could take an income efficiently which encompassed a range of investments set up for this very purpose.

It was now clear, there was sufficient money to stop work and not only provide future financial security but also to be in the moment and immediately reap the rewards of a lucrative sale. If it all went to plan, he should be able to maintain an income to meet his desired requirements.

## The Outcome

The company sale went ahead successfully.

Mr G felt that my simple but effective approach from when we first met and subsequent recommendations, after receiving an offer to buy his company, had allowed him to make some tough decisions in confidence.

The entire process of selling his company was going to be a highly daunting and tough process in itself, so it was our pleasure to be able to reduce the worry and pressure in one major area and be a reassuring and listening ear throughout. Mr G had achieved his goal and reason for selling in the first place – financial security and a better quality of life.

The advice provided was given after a full evaluation of their specific needs, circumstances and requirements. The solutions provided would not be suitable for most investors and the information provided does not constitute advice.

The value of an investment with St. James's Place will be directly linked to the performance of the funds you select and the value can therefore go down as well as up. You may get back less than you invested.

The levels and bases of taxation, and reliefs from taxation, can change at any time. The value of any tax relief depends on individual circumstances.

## DANIEL BLOOMFIELD

WEALTH MANAGEMENT

daniel.bloomfield@sjpp.co.uk | M. 07831 773 003

1<sup>st</sup> Floor, York House, 23 Kingsway, London WC2B 6UJ

[www.danielbloomfield.co.uk](http://www.danielbloomfield.co.uk)

Daniel Bloomfield Wealth Management Ltd is an Appointed Representative of and represents only St. James's Place Wealth Management plc (which is authorised and regulated by the Financial Conduct Authority) for the purpose of advising solely on the Group's wealth management products and services, more details of which are set out on the Group's website [www.sjp.co.uk/products](http://www.sjp.co.uk/products).

**SJP Approved 12/01/2026**