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FOR IMMEDIATE RELEASE

**New advice firm offers fairer fees
and an evidence-based approach**

The financial planning firm RockWealth, best known for championing evidence-based investing, is opening an office in Norwich.

The new operation is being run by Matt Frary, who has worked as an independent financial adviser in Norfolk for 24 years. It's based at St George's Works in Colegate.

Matt says it was RockWealth's investment philosophy which attracted him to the firm. Evidence-based investing relies on independent, peer-reviewed academic evidence, and involves wide diversification and keeping costs to a minimum.

"Over time and particularly since the global financial crisis, I have been increasingly drawn to the evidence-based approach," Matt says.

"Fund management costs can have a significant impact on clients' returns over time. Advice costs make a big difference too and, for that reason, I am prepared to offer fixed fees, both for initial and on-going advice."

Matt's fixed-fee proposition is unusual in the financial advice profession. The vast majority of advisers charge a percentage of the client's wealth. But the so-called *ad valorem* charging model can work out very expensive over the long term, especially for those with larger portfolios.

"With fixed fees, says Matt, "you can see in black and white exactly what you're paying. Fees should be fair, and the client relationship should be open, transparent and honest. This is the RockWealth modus operandi and the way I wish to operate."

Another important aspect of RockWealth's value proposition is its commitment to on-going client education and behavioural coaching.

"RockWealth is part of wider network of advice firms called Evidence-Based Advisers," explains its founding partner Tim Horrocks. "It's a group of firms with the same philosophy. By pooling our resources we can provide clients with high-quality content, including online videos and documentaries.

"But it's not all about investing. Money is a means to an end, not an end in itself. We strongly believe in the value of proper financial planning and helping people to live truly rewarding lives.

"Matt Frary is a hugely experienced adviser. He's dedicated and passionate about doing what's right for his clients. I'm sure he'll be a great success and that he'll really make a positive difference for his clients.

"Norwich can be excited about this fresh approach to financial advice."

For more information, contact Matt Frary or Tim Horrocks.

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