

Stuart & Carlyon setting up own shop

by Anthony Davies | Monday, 13 December 2004

Auckland financial planners Susanna Stuart and Deborah Carlyon have left PricewaterhouseCoopers (PWC) and are setting up their own practice, Stuart & Carlyon Ltd, in Parnell, Auckland.

Stuart has been with PWC for 10 and a half years and Carlyon for nine and a half. Both are CFPs and are high profile planners who featured on TV One's *Money Doctor* programme two years ago. Stuart has also written a monthly "Money Talks" column for Next magazine since 1995.

Stuart told *financialalert* that they had got to the stage in their careers where they wanted to move away from working in an institutional environment and instead own their own business. She says Stuart & Carlyon will be a niche, boutique firm with a strong focus on life planning, much along the lines of what *financialalert*'s US columnist Bob Veres advocates. Their firm's logo reads: "Financial planning for your lifetime goals."

In particular, Stuart says their firm won't be product focused. "Too much of the business revolves around products. We can advise people when there's no products involved," she says, giving the example of returning expatriates who want to get their finances sorted out and a plan in place, but don't necessarily want to buy anything.

She says a further advantage of setting up their own firm is the freedom they have to put in place their own succession planning strategies.

"We want to be able to train someone who can one day take over the business," she says.