

Family values key to Acumen's success as award-winning independent financial adviser



That legacy looks set to continue. Founded by Angela in 2006 but with roots that go back to the 1990's, Acumen Financial Partnership is now a 20-strong team managing £300 million of clients investments with her younger son Daniel Frampton joining the business in 2018 as an apprentice.

"We have a close knit team of advisers and support staff all with a range of different experiences," says Angela. "Daniel was a natural fit for a business which already had a real family feel and traditional values. I'm very proud of Acumen - we have an eye for talent and in 15 years we have trained a team who have come from all sorts of backgrounds, supporting them through their exams and developing their careers."

Acumen has always been a huge part of Daniel's life and he remembers how hard his mum worked to build the business which moved from Maghull to bigger 4,600 sq. ft premises in Burscough in 2017. "I remember the old offices as I used to go there after school and do my homework" says Daniel. "It's a bit different now! During lockdown, I decided to knuckle down and add as many qualifications as I could to broaden my knowledge as much as possible." This dedication will lead to Daniel becoming one of the youngest ever to achieve Fellowship of the Chartered Insurance Institute in the UK.

Acumen director Jon Landy says along with the other younger members of the team Daniel has brought fresh ideas and a real buzz to the business. "I'm proud we're training the advisers of the future by creating an environment where they feel confident and able to contribute to the business as it grows. We've bucked the trend in terms of the traditional image of the industry in other ways too, with 5 of our 10 advisers being female."

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Daniel hadn't initially considered a career in financial services, and had thought about pursuing a career in engineering but a work experience day with an investment company changed his mind. He says "It's an amazing industry. Working closely with individual clients from absolute beginners to experienced investors we focus on straightforward explanations of what can be pretty complex matters. It's a real privilege to earn the trust of our clients -and we never take that for granted. Seeing the difference we can make, improving investment returns, saving tax, making the most of hard earned savings, making the right decisions at the right time - it really can change lives."

Business success has always been at the heart of Angela Maher's family. Her grandparents were highly respected farmers. Her dad, Alec Maher, took a struggling garage transforming it into Ormskirk Ford. At 21 her older son Andy Frampton became the youngest music retailer in the country when he established Harmonics Music in Crosby.



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