

The “Horner Effect” produces biggest ever London meeting

THE London branch meeting in June was the most successful since Antony Williams took on the role of branch chairman. More than 50 attended, making the event by far the most popular to date.

The feeling was that this was due to the “Horner Effect”. No, this is not a new scientific discovery, but just the power Barry Horner from Paradigm Norton has to pull in a crowd. Barry’s talk on fee structures

for Financial Planners was of great interest.

One aspect of the presentation which particularly interested members was that of Barry’s perfect client “Paradigm Pete”. Barry explained that before they take on any client, they ask them to complete a questionnaire designed to identify how closely the prospective client matches the Paradigm Norton perfect client

type. If there is not a close fit they politely suggest that the client may not be well served by their services.

After the formal proceedings we once again enjoyed hospitality generously provided by UBS. The branch has a short break in July and August before meeting on 4 of September with talks from Ian Muirhead (Sifa) and John Jackson (Professional Connections) on building professional connections.
