

PRESS RELEASE: 15 November 2023

**Joanne Crewe and Paul Gooch join Walker Crips Financial Planning to drive expansion into London and the Home Counties**

Walker Crips Financial Planning Limited announces the appointments of two highly experienced financial planners, Joanne Crewe and Paul Gooch, to its team. Joanne and Paul have joined the company to spearhead the expansion of Walker Crips Financial Planning into London and the Home Counties.

With a combined experience of over 50 years advising clients, Joanne and Paul have a rich background in financial planning. Joanne, who spent 23 years advising clients at Pannells Financial Planning Ltd before its acquisition, is excited about the opportunity to provide independent and bespoke financial advice that places the client at the centre of the process.

She stated: "Joining Walker Crips Financial Planning allows us to continue our dedication to client-centred financial planning, helping individuals and families achieve their financial goals. It's a great time to be joining the company at this exciting stage in its growth."

Paul, who spent two decades advising clients and being part of the senior leadership team at Pannells Financial Planning Ltd, shares Joanne's commitment to providing exceptional client service and truly independent financial planning.

He commented: "We believe in a holistic approach to client planning, which aligns perfectly with Walker Crips Financial Planning's values. Our focus is on developing long-term client relationships built on mutual trust and transparency, with the aim of adapting financial plans to cater for changes in both personal circumstances and wider goals."

Dominic Martin, Managing Director of Walker Crips Financial Planning, expressed his enthusiasm for the expansion and the addition of Joanne and Paul, stating: "The appointments of Joanne and Paul are strategically significant as we continue our national expansion. They both have extensive experience and proven track records in the industry, making them valuable additions to Walker Crips. Their drive and dedication to achieving client success will greatly contribute to the growth of our business."

Joanne and Paul's appointments come as Walker Crips Financial Planning seeks to further expand its national footprint, building on the success of previous expansions in the Midlands and South West in the past 12 months which has seen the firm's adviser headcount double. The company is committed to providing tailored financial solutions that empower clients to achieve their financial goals while maintaining a strong focus on client-centred service.

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## **Notes to editors**

### **About Walker Crips Financial Planning Limited**

Walker Crips Financial Planning offers a range of services to help clients achieve their financial goals, supported by tailored advice and exceptional service. With a team of experienced professionals, Walker Crips Financial Planning provides comprehensive financial planning solutions, ensuring clients receive the guidance and support they need to secure their financial future.

### **About Walker Crips**

Walker Crips Investment Management Limited is a division of Walker Crips Group plc, a UK public listed company specialising in Investment Management, Financial Planning, Pensions, Structured Investments and technology services. Walker Crips' predecessors first bought and sold shares for clients on the London Stock Exchange in 1914.

Walker Crips Group plc incorporates the following companies which are authorised and regulated by the Financial Conduct Authority.

- Walker Crips Investment Management Limited (Member of the London Stock Exchange)
- Walker Crips Financial Planning Limited
- Ebor Trustees Limited (trading as Walker Crips Pensions)
- Barker Poland Asset Management LLP

For more information about Walker Crips Financial Planning Limited and its services, please visit <https://www.walkercrips.co.uk/FinancialPlanning>.