



TRUE BEARING
The Right Direction for Financial Advice

For Immediate Release
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True Bearing Ltd becomes The Chorley Building Society's Trusted Partner

The Chorley Building Society has announced that independent financial advice firm, True Bearing Ltd is to become its 'trusted partner' when providing independent financial advice to its members.

In an innovative and unprecedented move, Chorley Building Society approached True Bearing to assist them with the development and launch of their 2010 Customer Care Initiative. Throughout the year, the initiative will offer members guidance on financial matters pertinent to their needs, and 'trusted partner' True Bearing will be on hand to help members understand the financial jargon and unravel financial mysteries.

Established in 1859, the Chorley Building Society is the oldest building society in Lancashire.

Stephen Penlington, CEO of Chorley Building Society comments: "As a mutual building society, everything we do is for the benefit of our members. We believe in providing good value, transparent products and a professional, efficient service. We were looking for a partner that embraced all of our values and found them in True Bearing, who is as passionate about their client's financial needs and well being as we are about ours.

George Critchley, MD of True Bearing, says "There is an obvious synergy between the two organisations. We both believe in honest, uncomplicated financial advice and are committed to providing clients with a highly professional and tailored service. The Chorley, as a thoughtful and caring society, has their members' best interests at heart, and recognised that this is at the very heart of what we believe in at True Bearing. Within the IFA community, True Bearing is recognised as being unequalled in the qualifications and skill set of its advisers."

As part of the Customer Care Initiative, True Bearing has developed in conjunction with the Chorley a range of financial workshops, designed specifically to help their members with their financial planning and investment. One of True Bearing's Independent Financial Advisers, Chris Speak, will be running the workshops together with colleagues Michelle O'Neil and George Critchley and alongside the

Chorley.

The Workshops include

- Mid-Career Financial Planning (Ages 35-50)
- Issues pertinent to Small Business Owners
- Financial Issues for the Older Client (Age 60+)
- Financial Awareness for Younger People (Ages 18-25)
- Financial guidance for members with children
- Pre-Retirement Financial Planning (Ages 50-65)

Each workshop lasts 2 _ hrs and will be held at the Chorley Building Society's Head Office in Chorley. All workshops are FREE and are only available to Chorley Building Society Members.



Photograph – Trusted Partners

Left to Right: Melanie Hodkinson, Business Development Manager; Karen Birchall, Business Development Administrator; Stephen Penlington, CEO – Chorley Building Society and George Critchley, Managing Director; Chris Speak, Independent Financial Adviser; Michelle O'Neill, Office Manager – True Bearing Ltd.