

A New Chapter For The Financial Services Industry: IFA Challenger Aventur Announces the Acquisition of JPSL

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And so it begins...

Aventur, the start-up rocking the financial services industry with its innovative approach to advice and investments, today announced the strategic acquisition of JPSL Financial Services. The provider of independent financial advice and pension trustee services brings a wealth of experience to the table, alongside a welcome advocacy of Aventur's industry-changing approach.

The acquisition brings the company's funds under management to over £130 million, an exciting number for a challenger brand storming the financial services industry. What's more, JPSL's Louis English will be taking a seat on Aventur's Investment Committee, bringing with him more than 30 years of experience as an IFA.

For JPSL, this merger allows a well-established brand to launch itself into the future of financial services. With Aventur's unique blend of expertise and technology, JPSL's clients can benefit from the very best that the industry has to offer, whilst still receiving the quality advice they are used to from Louis. Meanwhile, by partnering with an organisation known for its dedication to balancing purpose and profit, the merger presents an opportunity for JPSL's team to bring sustainability into the equation.

With [1 in 5 IFA's looking to retire in the next 5 years](#), this could present a lifeline to retiring financial advisors and their clients.

This partnership marks the first significant transaction in a large pipeline of similar acquisitions, kicking off an ambitious growth plan for Aventur. Plus, with more industry-leading updates on the way for its unique investment proposition, the next 6 months for Aventur and its clients will be a very exciting one. Mark our words, this will not be the last you hear from this particular start-up.

-ENDS-

The brainchild of a seasoned investor and entrepreneurial duo, Aventur is the challenger brand looking to change the financial services industry for good.

How?

By giving everyone total control of their money, allowing them to be more informed, and supporting them to better provide for both themselves and their loved ones.

Aventur's wealth management solution empowers users to make financial decisions through a uniquely transparent blend of information, education and sophisticated and automated machine learning. Users can set life goals, and allocate finances such as savings, pensions and investments to achieve them and take control of their financial future.

They are transforming the outdated, traditional Financial Advisor model and reducing costs through intelligent back-office systems, meaning they can charge lower fees. Plus, with automatic adjustments and a soon-to-launch live financial dashboard, Aventur users can stay in control of their money 24/7.

Contact

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