

# Experts who help sport's elite

**FLAMBOYANT** British golfer Ian Poulter, ranked 32 in the world, regularly earns in excess of £2 million in annual prize money. But he no longer worries about where to invest his cash.

That is because he has just signed up to a new wealth management service, Conforto, which specialises in giving investment and tax planning advice to elite athletes.

Conforto, based in Hitchin, Hertfordshire, has been set up by two independent financial advisers and managing director Andy Sutton.

Launched in March, Conforto,

a fee-based service, boasts clients including ex-footballer Lee Dixon, former Welsh rugby international Jonathan Davies and retired boxer Barry McGuigan, as well as Poulter.

Sutton says there is a need for specialist, tailored advice for elite sportsmen and women, because they typically have high earnings at a young age, short careers and are retired a long time. Also, as they have focused on their sport most tend not to have other skills to fall back on.

He says: 'Many elite sports players take money advice from family, old school friends or

team mates, particularly when they are young. But this is worrying as they are not getting independent, professional help.'

Poulter, 31, who lives with his partner Katie and their two young children Aimee-Leigh and Luke in north Buckinghamshire, earns money from a range of sponsorship deals as well as prize money on the PGA tour. But this wasn't always the case.

'When I started out eight years ago I relied on Katie to pay the mortgage and support us,' he says.

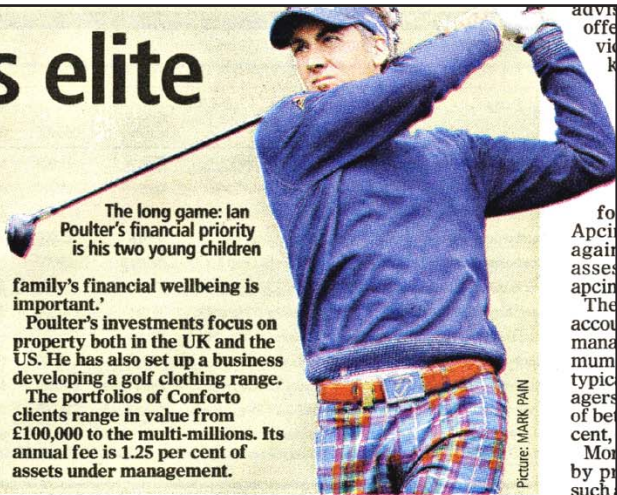
'Now our children are the main priority. Taking care of my

The long game: Ian Poulter's financial priority is his two young children

family's financial wellbeing is important.'

Poulter's investments focus on property both in the UK and the US. He has also set up a business developing a golf clothing range.

The portfolios of Conforto clients range in value from £100,000 to the multi-millions. Its annual fee is 1.25 per cent of assets under management.



Picture: MARK PAIN



**conforto**

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