

Tilney Smith & Williamson rebrands to Evelyn Partners

Professional services firm Tilney Smith & Williamson has rebranded to Evelyn Partners.

The financial planning business, which has South West offices in Bristol and Bournemouth, said the new name reflected the company's "single purpose". The new brand is named after Evelyn Gardens, the 1893 London address of one of the founders of the business, the firm said.

Bestinvest, the group's online investment platform for DIY investors which recently re-launched as a hybrid digital service, will remain a separate brand.

Chris Woodhouse, chief executive of Evelyn Partners, said: "[The rebrand] marks a new chapter for the business, one that celebrates the integration of our heritage businesses and reflects that we are one firm united by our purpose – to place the power of good advice into more hands.

"I'd like to take this opportunity to thank all our staff, clients and intermediaries who've given their time to provide their thoughts on our brand and those who have assisted in its development and implementation. We look forward to upholding our high standards for client service under our new name and brand identity."

The announcement comes less than two years after professional services firms Tilney and Smith & Williamson merged. The deal saw the group become [the third-largest UK wealth manager](#) when ranked by revenues and fourth when measured by assets under management.

Nigel Hardy, managing partner at Evelyn Partners in Bristol, added: "Having successfully co-located at our offices in

Bristol last year, Tilney and Smith & Williamson have been working seamlessly together for some time. The new unified brand signifies that we are now one group.”

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