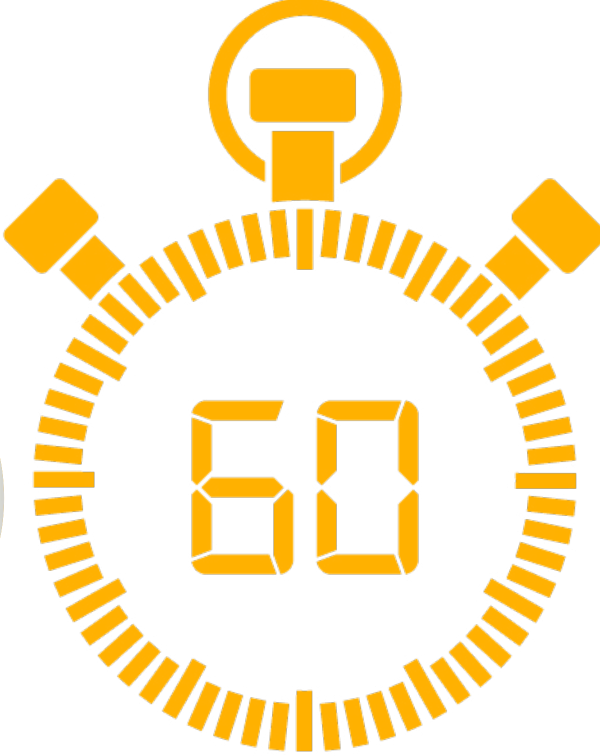
60-SECONDS WITH:

BRYONY COVE, PARTNER, FARRER & CO



Q As chair/speaker at our upcoming Private Client Guernsey conference what are you most looking forward to at the event?

A It will be so exciting to see people on the island in real life and I'm sure everyone will love having us mainlanders amongst them again!

Q What has been the most interesting case you have seen so far in 2020/2021?

A Managing the succession to a substantial estate where we would normally have had 5 or 6 in person meetings entirely on calls, email and Zoom. The principal is elderly and not keen on digital meetings so lots more careful phone calls and literal posting of emails each week to keep them completely in the loop and feeling well looked after.

Q What's the strangest, most exciting thing you have done in your career?

A Developing the business at Farrer to have a private wealth practice which matches client expectations in the 21st century with such rapid change around us has been really enjoyable and exciting over the last 5 years.

Q What makes Guernsey such an interesting jurisdiction?

A Guernsey is such a welcoming jurisdiction for clients and advisers alike – a very professional feel with superb advice and a human touch.

Q What is the best piece of advice anyone has given you in your career?

A Talk to your team in person every single day – tech now substitutes for walking round with the post!

Q What motivates you to do what you do?

A The people I come across absolutely are my main motivation. I am the nosiest person I know.

Q What one positive has come out of COVID-19 for you?

A The ability to conduct my practice more efficiently and have more frequent personal touch points with clients on video calls than ever before. They can see into my home and vice versa – they also all now know my cat better than they might otherwise have done.

Q What is the biggest challenge in the Private Client industry at the moment?

A The pace of work and expectations of clients are really challenging but we all put our clients first, so we need to find solutions to that. One of mine is to make sure all clients have another member of my team as a touchpoint, so we all feel part of a team with them.

Q What are common misconceptions people have about your job?

A That I just write wills and administer trusts and estates. Couldn't be further from the truth!

Q Why is it important to have a trusted network of fellow advisers?

A The network is the bedrock to success for all our clients. The ability to share that network with one another and our clients will be critical to success going forward. Our little black books are a great ally in the ability to win and retain clients.

Q What are the benefits of returning to in-person events?

A There is nothing like human contact for finding the best solutions to difficult problems. We always say never a dull moment at Farrer and we do need to be together now so we can all continue to develop and learn together. As well as having a good old fashioned chin wag, possibly over a glass or two!