AAG Wealth Management's Bronwyn Pettitt Named Financial Adviser of the Year (London) at Women in Financial Advice Awards 2026

Friday 27 November, 2026

LONDON, UK – 13 November 2026 – AAG Wealth Management, a London-based wealth management and financial planning firm, is proud to announce that Chartered Financial Planner **Bronwyn Pettitt APFS** has been named **Financial Adviser of the Year (London)** at the **Women in Financial Advice Awards 2026**.

Hosted by *Professional Adviser* in association with LV= at the Hilton London Bankside on 4 November 2026, the eighth annual awards received a record 3,624 nominations, recognising 1,164 women across more than 450 firms nationwide. Winners were selected by an independent panel of 30 senior industry judges.

In awarding Bronwyn the London title, the judging panel praised her entry as:

> *"A standout entry combining strong commercial performance with genuine sector impact and authentic voice throughout. Supplementary evidence is strong and corroborative. Will go far!"*

Alongside her client-centric advisory practice, Bronwyn was recognised for her leadership in championing female representation and financial confidence. She founded **Ladies Who Lead** at AAG, hosts **Fizz and Finance** events to help women feel more confident discussing money, and regularly delivers financial education content tailored to women and their finances through AAG's Financial Education programme.

Bronwyn Pettitt APFS, Chartered Financial Planner at AAG Wealth Management, commented:

> *"To be recognised among so many remarkable women—let alone win Financial Adviser of the Year for London—means more to me than I can put into words. When I first entered the profession, women made up just 16% of financial advisers, and my biggest turning point was learning to stop trying to fit a traditional mould and simply be my authentic self.*
>
> *"I am especially proud of what we have built alongside my day-to-day advisory work, from launching Ladies Who Lead at AAG to helping women build confidence around money through Fizz and Finance and our Financial Education programme. I truly believe that if you do the right thing for people, doing well follows—and if my journey helps make this profession feel more welcoming for the next generation of women, that matters just as much to me as the trophy."*

Richard Balaes, Group Managing Director at AAG Wealth Management, added:

> *"We are thrilled to see Bronwyn receive this well-deserved recognition on a national stage. Her dedication to delivering exceptional financial planning, combined with her tireless work empowering women both inside our firm and across the wider community, embodies everything we stand for at AAG."*

For more information about AAG Wealth Management, visit **www.aag.co.uk**.

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