

About US



Steven Blofield

Certs PFS. Ce-Map. Ce-RER. MSWW
– Director & Principal

Steven Blofield is the co owner and Managing Director of SBA Financial and SBA Solutions Ltd. The business was originally founded with just himself and his wife Julie; they primarily worked from their home office and began with an empty filing cabinet with just one client in it, themselves! Since that time, Steven has primarily built his business through personal recommendations from delighted clients and other recommendations from professionals such as Accountants and Solicitors. Steven decided to set out from the beginning the key fundamental principals upon which he wanted his business to grow and as a result, honesty and integrity has become the corner stone on which he

provides advice and solutions to clients.

Steve is also a popular public speaker and has given presentations to various local groups as well as being asked by the FSA to give Pension Presentations to employees of companies in the local area. Steve has also given his expert opinion on various financial topics to local radio stations including, Power & Ocean FM. He is also the Financial Expert for the Meon Valley News and writes a popular Financial 'Q & A' Column for the paper since 2006. Steven is also passionate about helping the local community and raises thousands of pounds each year for charities in the local area.

Steven lives on Hayling Island with his wife Julie and their son Robert; they also have a daughter, Jasmine and two dogs called Chloe & Louis.



Julie Blofield

Ce-Map. CeFA – Finance Director

Julie not only works with Steve, but also has the pleasure of being married to him as well.

In 1997 Julie left her job in a Building Society to come and help grow the business with

Steve. Julie's role as Finance Director is to ensure all the company accounts and finances are in order and also ensure we meet the compliance standards set out by the Financial Services Authority. Her role is vital in maintaining the continued success of the practice, so we can continue to help provide solutions to people's financial planning and manage their affairs so we can have happier, wealthier clients.



Jasmine Blofield

Ce-Map. CeFA. Aff-MSWW – Client
Business Manager & Independent
Financial Advisor

Jasmine is the youngest member of the team and daughter to the directors, Steve & Julie. She joined SBA in 2006 after leaving college with 3 A-Levels. Her role as a dedicated Client Business Manager is to ensure that the wonderful service and experience you receive with SBA, doesn't just end with Steven. Her job involves looking after

client's right from the beginning to the end of their financial planning. She is there to answer any questions, process any paperwork and keep clients updated on their planning progress every step of the way.

In addition to this Jasmine has also passed her Ce-map & CeFA qualifications, making her one of the youngest Independent Financial Advisors in the country.

Jasmine lives in Waterlooville with her Partner Chris and her dog Tinkerbell.



Sarah-Louise Emery

Client Business Manager

Sarah-Louise is currently the newest member of the team. She started her working career off as a fully qualified Beauty Therapist after two years of college training, so she has decided to make a completely different and challenging change of career in coming to work for the SBA Team.

Sarah is now a fully trained Client Business Manager and like Jasmine her role is to ensure clients of SBA receive the highest levels of customer service throughout every stage of their financial planning and to make sure SBA Clients are nothing but delighted with the experience they receive.

Sarah lives in North End and enjoys socialising with friends and attending her regular Boxercise Fitness Class.



Nikki White

Finance Manager

Nikki has been with the company since 2001 and is the Finance Manager for SBA. She is responsible for handling the payroll and the day-to-day running of the company accounts.

She also deals with all the invoicing and payment administration, as well as completing the half yearly company reports required by the Financial Services Authority.

Nikki lives in Southampton with her husband Darren, their son Connor and their two family pets, Freddie the Cat and Charlie the Dog.

