

# Former Belgravia Group execs set up new firm

By [David Parsley](#) | 29 Nov 2021

Three former members of London Belgravia Group have launched insurance and property finance firm J3 Advisory.



(l to r) James Mole, Jack Bristow and Johnny Leadsom of J3 Advisory

Jack Bristow, Johnny Leadsom and James Mole aim to bring together the property insurance and debt advisory markets, to make it quicker and more effective for property developers to get both the insurance and finance that they need.

J3 Advisory has set out with the mission to enable regional developers, SMEs and property professionals across the country to make better decisions, faster.

Jack Bristow, managing director and co-founder of J3 Advisory, said: "Every development site is different so requires different types of funding and different insurance solutions, but far too often they are treated the same. We aim to take an individual look at each project and find funding and insurance solutions for each site

on its own merits, rather than going to the same provider each time. Through this we can help developers maximise a site's potential by getting the right finance in place and then protect them by having the right warranty in place.

"By acting as an extension to the developer's business and providing highly professional advice we will enable our clients to claw back time and provide them with peace of mind."