# Advice & Investment Process



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# Advice Areas at a glance

Individual		
Savings & Investments		
Pensions (including transfers and pensions in divorce)		
At retirement solutions		
Estate Planning		
Estate Flamming		
Life insurance, Critical illness & Income protection		
I ong town cove		
Long term care		
Corporate		
Auto-enrolment/Company Pensions		
Employee benefits		
Business protection		
Capital Investment		
Trustee, Attorney & Deputy		
Savings & Investments		
Referrals to Professional Connections		
Legal - Wills and Powers of Attorney		
Legal - Family & Commercial		
Accountancy - Personal & Commercial		
Commercial Loans & Insurance		
Individual Loans, Mortgages & Insurance		

**Equity Release** 



#### **Our Services and Charter**

**Fact Find** - Through the Fact Finding process and information collated from clients, documentation and providers we will establish financial objectives, timescales, needs, attitude to risk and suitability of existing holdings. The Financial Conduct Authority places great importance on **"knowing your client"** and this process helps us do exactly that

Benefit – The more financial and objective information disclosed will improve the advice we give in terms of tax planning and product/provider/ fund recommendation

**Risk Profiling** - The Distribution Technology risk profiling software (Dynamic Planner) and our enhanced suitability questionnaire will allow us to gain more understanding of the attitude to investment risk of an individual, trust or corporation. Dynamic Planner creates a number of risk profiles between 1 and 10, so through our risk discussion and the stochastic modelling tables we can review potential loss and gains to match the most appropriate risk profile

Benefit – This allows your fund recommendation to match your capacity for loss, future income/capital requirements and needs for asset diversification. Diversification strives to smooth out unsystematic risk events in a portfolio so that the positive performance of some investments will neutralize the negative performance of others

**Tax Wrapper Selection** - We can now begin to determine the most appropriate tax wrapper(s) to meet an individual, trust or corporation's needs. A tax wrapper is a financial product, such as a pension, offshore/onshore bond, ISA, general investment account, venture capital trust, enterprise investment scheme, within which investments can be held. We will use our experience, results of the fact finding process and capita financial software to recommend a suitable solution. To make managing and monitoring of a portfolio easier, we will where appropriate recommend the use of an "Investment Platform". This allows you to hold, monitor and manage your investments in one place

Benefit – Each tax wrapper will offer different tax advantages and these benefits are technically considered and assessed when making recommendations based on your individual circumstances so your tax liability is kept to a minimum



#### **Our Services and Charter**

**Our Investment Philosophy & Process** - We use our Investment Philosophy to help us determine the most suitable portfolio for each client:

- Understanding risk is important
- Matching your portfolio to the risk profile is essential
- Asset allocation is the key to success
- Costs are important
- Diversification is a sound principle
- ➤ Funds are a cost effective way to access investments for many clients, though specialist managers may be appropriate for part of larger portfolios

Benefit – We have a robust due diligent Investment Process behind our Investment Philosophy to give you peace of mind and security when investing your capital/assets. We invest in research software that allows us to obtain important financial data before any recommendations are made

**Reviews** - We will undertake further risk questioning to ensure suitability of investment holdings and rebalance a portfolio accordingly. We place a very large importance on cash flow planning so clients gain a better understanding of their financial position and how they can achieve their objectives

Benefit – Our ongoing reviews allow us to help you achieve short term and long term objectives tax efficiently and aims to improve your cash flow position throughout your lifetime

**Client Facing Personnel** - All advisers have a minimum of QCF Level 4 qualification and have achieved the required ethical standards. Every retail investment adviser will have a Statement of Professional Standing issued by a Financial Conduct Authority accredited body. Advisers will be trained to deliver our Investment process by demonstrating to clients the value of advice

Benefit – By advisers regularly attending continuing professional development seminars/lectures and meeting fund managers/brokers at our head office we keep our technical and industry knowledge up to date, which improves the level of service we provide and helps us understand your investments in more detail



#### **Our Services and Charter**

### **Service Delivery**

- Our Clients must sign and understand the terms of engagement which will be provided after the initial meeting
- Where appropriate we will try and secure the lowest costs available for our clients
- Forms of communication will be though post, email circulars, our website and our ongoing management reviews
- ➤ All clients where appropriate will be issued with login details to access their portfolios through the online client area on our website

Benefit – We believe ongoing communication at all levels is important, in particular our regular newsletters which will inform you of important financial information. Our website is a great portal to allow you to access your investments online

#### **Governance & Control**

- It is our responsibility to ensure we review and update our risk management and complaints resolution processes and the quality of our advice meets regulatory requirements
- ▶ We take record keeping and governance structures seriously and keep a register up to date at all times
- ➤ We will ensure we have the most appropriate legal entity structure to suit our business model and manage our exposure to liabilities

Benefit – Our compliance provider is SimplyBiz whom are responsible for helping our Company understand the requirements of the Financial Conduct Authority. Our client files are checked to ensure our recommendations are suitable and our designated SimplyBiz compliance officer regularly attends meetings at head office to review our internal compliance procedure. This is important for your peace of mind that we are running our Company efficiently and compliantly



## **Investment Process**

Client considerations	Investment considerations	Solutions
Marital status	<ul> <li>Timescales</li> </ul>	Risk based Managed Portfolios
<ul> <li>Tax status</li> </ul>	<ul> <li>Inflation</li> </ul>	<ul> <li>Low cost passive funds</li> </ul>
• Investment timescales	<ul> <li>Interest rates</li> </ul>	<ul> <li>Discretionary Fund</li> </ul>
Income & Growth requirement	• Cash flow	Management
• Expenditure	<ul> <li>Compensation protection</li> </ul>	With profits including capital
<ul> <li>Financial area of need</li> </ul>	Tax efficiency	protection options
Investor experience	<ul> <li>Financial strength</li> </ul>	<ul> <li>Multi asset</li> </ul>
<ul> <li>Access to funds</li> </ul>	Capital protection	<ul> <li>Fund switching within existing</li> </ul>
<ul> <li>Capacity for loss</li> </ul>	<ul> <li>Fund manager tenure</li> </ul>	contract to ensure risk
Risk appetite	<ul> <li>Performance</li> </ul>	suitability
<ul> <li>Social/ethical bias</li> </ul>	<ul> <li>Volatility</li> </ul>	Higher risk complex tax vehicles
• Family	<ul> <li>Diversification</li> </ul>	<ul> <li>Auto-enrolment fund strategies</li> </ul>
<ul> <li>Beneficiaries</li> </ul>	<ul> <li>Charges</li> </ul>	At retirement and in retirement
Term to retirement	Rayner Spencer Mills Research	income solutions
• Health	rated	• Deposit recommendations for
	<ul> <li>Availability</li> </ul>	individuals, trustees, charities
	Asset allocation	and businesses
	Fund size	<ul> <li>Platform Investments</li> </ul>
	Trust based	
	<ul> <li>Source of funds</li> </ul>	
	Need for ongoing management	

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