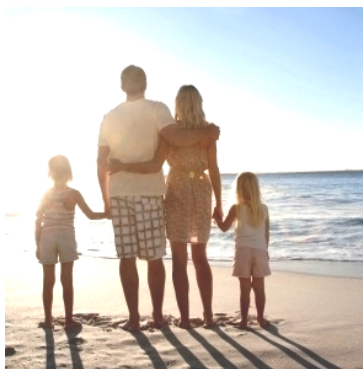


Financial Planning Advice...

Affinity Finance are Independent Financial Advisors who provide impartial and professional advice to every-day people from all walks of life. We are entirely self owned and always work in the best interests of our clients.



We are proud of the advice and service that we provide; and work hard to build trust and a lasting relationship with each and every client. Your financial success is ours too...

We'll work alongside you throughout our client focused Advice Process, and are confident that you will benefit from your spent time with us. We'll also do our best to make it a pleasant experience for you.

Helping Hand...

When it comes to making financial decisions, you want to know where you can find a reliable source of advice that will be there for as long as it's needed.

We provide Financial Advice that will work for you today, tomorrow, and always. It's a dynamic process which progresses all the time; and carefully tracks your ever changing priorities and preferences throughout your life, and into the next generation.



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The Advice Process...



1. Working Together as Client & Adviser

- The initial stage is usually a short meeting to introduce ourselves, and to explain the benefits of us working together as client and adviser. We will provide you with our Client Service Agreement and ask you to return your acceptance of this to us in due course. We will also briefly identify your financial objectives, and assess how we can help you.

2. Understanding You and Your Financial Objectives

- The key element of this stage is to detail your current financial situation and your future objectives. Only when we fully understand you in this way can we advise you correctly. We will ask you to complete a short form called a Client Fact File which tells us most of what we need to know about you.

If you are an Investment/Pension Client we will also ask you to complete an Investment Profiler to help assess your attitude towards Investment Risk & Reward. We need all of this information before we can begin to help and advise you.

3. Financial Advice

- This begins as a behind the scenes task, and may require further communication between us to finalise all necessary information. Here we do all the work required to put together the most appropriate plans for you. We will then present our Generic Advice to you, and summarise it in a Financial Planning Report, to ensure that you fully understand our proposals before moving on to the next stage.

4. Recommended Solutions

- We can now carry out our independent research and analysis to turn our Generic Advice into Specified Recommendations. This too is a considerable task and may take some time to complete. Again we will present this to you in person, and summarise it in your Financial Planning Report, to ensure that you fully understand the proposed arrangements.

Your understanding and commitment to what we do for you is vital to its ongoing success.

5. Application Procedures

- If you are happy with our Advice and Recommendations, we will move on to implementing these solutions. We'll give you all the help you need to complete the Application procedures, much of which is now implemented online; and will ensure that this is carried out correctly.

6. Ongoing Maintenance

- We will also invite you to join an appropriate **Client Service Plan**, to monitor and maintain the ongoing achievement and suitability of your financial arrangements with us. This is entirely optional, but provides valuable long term benefits. Our help is always available to you; and we encourage you to maintain regular contact with us.
- If you are happy with the work we have done for you, we would be glad to help other people that you know, in a similar way. Please feel free to refer us on this basis.

7. Cost of Service

- We work on a **Client Fee** basis; and will always agree our **Cost of Service** with you before beginning any chargeable work on your behalf. You will then have the choice of settling our Fees either directly by **Invoice**, or indirectly via the **Accounts & Policies** that we manage for you.
- Our **Investment/Pension Fees** are just **1%** of the ongoing **Capital Value** of whatever we manage for you; and our **Service Fees** for non investment work amount to **£55 per Hour**. We believe you will find these costs to be worthwhile, competitive, and straight forward.

8. Professional Credentials

- We are authorised by the **Financial Conduct Authority**, and have adopted their '*Treating Customers Fairly*' policy as an integral part of our business philosophy. We work hard to look after your best interests at all times. Please feel free to tell us how we are doing.
 - We are members of the **Personal Finance Society (Chartered Insurance Institute)**, and adhere to their professional and ethical standards. We will always conduct our dealings with you in a forthright manner; and would very much appreciate you doing the same with us.
 - We subscribe to the **Financial Services Compensation Scheme** for your protection; and are licensed under the **Data Protection Act** for your security.
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THE NEW BREED OF INDEPENDENT FINANCIAL ADVICE

The UK Financial Services Industry has recently undergone a deep and intrinsic change for the betterment of its Retail Consumers.

As a result of the Retail Distribution Review (RDR) by the Financial Conduct Authority (FCA), all Financial Advisers have had to achieve re-qualification to Diploma Level; all former remuneration by commission has gone, and has been replaced with a transparent Service Fee arrangement; and all Advice is now designated as being either Independent or Restricted.

This new Retail Financial Advice regime should provide a better service to all UK Consumers as per the following bases and explanations.

Whole of Market...

Independent Financial Advice means that the whole financial market is considered to make sure the recommended solution is suited to your needs. As a Retail Consumer, you expect that every available Product and Provider has at least been considered before any recommendation is made.

Transparent Fees..

All Financial Advisers must now disclose and agree their Service Fees with you in advance of completing any chargeable work on your behalf. You become responsible for meeting these Fees, and Product Providers no longer pay any form of Commission.

This makes the whole remuneration arrangement much more transparent; and also means that rather than just accepting ancillary services or unnecessary product features, you can now choose what you need, and pay only for this accordingly.

Unbiased Charges..

An additional benefit of the removal of commission is that any Product Provider bias has also been removed as a remuneration incentive for your Financial Adviser. This means you now benefit from an unbiased selection of financial solutions.

Qualification Standards...

All Financial Advisers in the UK, whether Independent or Restricted, now have to achieve a higher minimum qualification at Diploma Level 4. This means an increase in the level of knowledge, understanding, and application of Financial Advice.

However, this qualification on its own does not ensure real world ability. All Financial Advisers must therefore also complete minimum annual training in the form of Continuing Professional Development (CPD) relevant to their work disciplines.

The combination of initial Qualification Standards and Continuing Professional Development help to ensure a higher quality of service for the industry as a whole.

Business Standards..

All Financial Advice Businesses must also comply with their relevant regulations, legislation, reporting and monitoring requirements, and ongoing business adequacy.

This includes stringent Bi-Annual submissions of their business activity to the FCA, and also requires minimum Capital Adequacy values to help ensure financial solvency. Professional Indemnity Insurance is also required to cover any Client Compensation awards that might arise for whatever reason.

These factors provide you with the reassurance that your adviser's business is fit for purpose.

Online Technology..

Modern financial planning technology has taken the industry by storm. Powerful online systems now make the job much more efficient, cost effective, and generally more effective for both you and your Adviser.

Instant, touch of a button valuations, investment research, market trades, account deposits and withdrawals, and a whole host of analytical reports are all now readily available.

You may well hear these systems being referred to as Online Service Platforms, some of which are themselves independent and others are supplied by a particular Product Provider.

Consumer Outcomes...

The intention is that the combination of all these changes, some of which are quite radical and far reaching, will enable UK Consumers to feel more confident in seeking suitable Financial Advice; will be more inclined and encouraged to do so; and will of course receive a clearer, fairer, and more appropriate level of service in accordance with their needs.



Terms of Business



We'll start by introducing ourselves to each other; ascertain that we are happy to work together; and identify the financial objectives that we can help you with. *(Client Service Agreement)*

The Advice Process then continues through ongoing service and maintenance. It's vital that your plans are well maintained, and kept firmly on-track. *(Client Service Plan)*

Ongoing Service



If you are happy with our advice and recommendations, then we'll complete the necessary application procedures, and implement your preferred Financial Planning arrangements. *(Application Forms)*

Implementation



The Advice Process

Understanding You



Next, we need detailed information about your personal circumstances, financial arrangements, needs & objectives, and financial attitudes. *(Client Fact File)*

Advice & Recommendation



Now, we can create financial solutions that suit you as a person and your ongoing needs and objectives. *(Financial Planning Report)*

Our Services...

We are happy to help you with any of the following financial matters, and to help you make the right decisions for the right reasons:

- ✓ **Investments**
General Investment Accounts - Savings Plans
ISA's - Child Trust Funds – Stocks & Shares
- ✓ **Pension Savings**
Personal Pension Plans
Self Invested Pension Plans
- ✓ **Pension Benefits**
Pension Drawdown Plans
Pension Annuities
Equity Release Plans
- ✓ **Financial Protection**
Life Insurance
Health Insurance
Income Protection Insurance
- ✓ **Estate Planning**
Personal Wills – Family Trusts - Powers of Attorney



Let us help you start planning your financial future today...

Please feel free to Contact Us for further information or to arrange a meeting.
You can also visit us online at www.affinityfinance.net.

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Affinity Finance
Independent Financial Advisors



AffinityFinance is authorised and regulated by the Financial Conduct Authority.
FCA No: 452196 Sole Proprietor: Steve Ellis Dip PFS

