

Our Professional Fees

Our key beliefs when it comes to pricing for our services are:

- Ä Quality comes at a price – something can always be provided more cheaply but will often result in higher cost over the long term, commonly through inertia and poor decision making.
- Ä Pricing needs to be sufficiently profitable. We need to ensure we can maintain the flexibility to be proactive and reactive to your needs and have the time and ability to invest and innovate in our business for the long term benefit of you and our other clients.
- Ä Our fees should be transparent. We want you to know and understand what it will cost before you ask us to commit to a programme of advice, what you will receive from us and what it will mean to you so that you may ensure you feel it is fair value for money.
- Ä Value for money. You are unique in terms of your circumstances, goals, plans and the level of service that you need and want. Our pricing policy needs to be flexible enough to ensure you believe that what we are offering to you is good value and you are not cross subsidising other clients.
- Ä Unbiased and impartial. Whilst a key element of what we do is to help you accumulate and manage your wealth through asset backed investments, our pricing strategy should also ensure we are not disadvantaged by or compromised if your goals are better realised by debt reduction, alternative investments and of course enjoying the success of your investment strategy by disinvesting to achieve your aspirations, which is the whole purpose behind our advice.

In view of the variety of factors involved in establishing the cost of the advice and the services we offer and even more so the depth and breadth of the value we can offer, it is hard to simplify this within a page or two. That is not to be deliberately obscure but ultimately to be as fair as we can be to you and us for the long term nature and benefit of our relationship.

In broad terms:

- Ä Our total initial engagement fees in working with a new client, or when you add additional funds to your existing portfolio, typically range between 2% and 3% of the investments we recommend and invest.
- Ä Our ongoing Financial Management Programme service typically amounts to between 0.5% and 1% of the wealth we manage and advise upon.

What is absolutely clear is that none of our clients commit to any work or level of service without knowing specifically what they will pay, how they will pay and what they will receive in return. We will not be the cheapest but we will offer great value.

Overleaf you will find a guideline to our fees for our Initial Engagement Process and our ongoing Financial Management Programme with some benchmark examples. In our efforts to be as transparent as possible we have tried to be as comprehensive as we can.

All fees may be paid from your investments and the majority of our clients prefer to settle our fees in this way; indeed there may be tax advantages in doing so. VAT is not currently payable on our fees where we are providing intermediation services.

INITIAL ENGAGEMENT

MEET and DISCOVER		
Initial meeting	Provided at our expense, in our offices	
ANALYSE and PLAN		
Lifetime Cashflow Plan, goals assessment and draft initial strategy	<p>This is typically £900 but can range between £600 and £1,200 depending upon the complexity of your financial arrangements, of which £250 is requested in advance.</p> <p>The balance is held on account, subject to your decision as to whether to proceed with your Financial Plan so that you have the option to settle all fees from your investment portfolio if you so choose.</p>	
CREATE and REALISE		
Construction and implementation of your Financial Plan	<p>This fee is in addition to the above and carries a minimum fee of £2,500 and is calculated using the table below.</p>	
Portfolio up to	£125,000	£2,500 (minimum fee)
Portfolios between	£125,001 to £500,000	2.00%
	£500,000 to £750,000	1.75%
	£750,001 or more	1.50%

An increased fee will be charged for more complex issues, such as reviews and transfers from 'Defined Benefit (final salary)' Pension Schemes.

Worked examples of our fees are outlined below:

Example 1

If your requirement is only a Lifetime Cashflow Plan, goals assessment and draft initial strategy, our 'Analyse and Plan' fee will be between £600 and £1,200, with a typical fee of £900.

If you subsequently ask us to construct and implement ('Create and Realise') a personal Financial Plan based on a portfolio value of £250,000, you will pay a further £2,500 for the first £125,000 and £2,500 on the balance of £125,000.

The total cost, including the 'Analyse and Plan' fee of £900, would be £5,900 (equivalent to 2.36% of the amount invested).

Example 2

If you have paid £1,000 for the 'Analyse and Plan' phase, have £600,000 you wish us to invest and manage, and £250,000 of other assets on which you seek advice but we do not directly invest and manage, the fee would be broken down as follows:

'Analyse and Plan' fee of £1,000 plus a 'Create and Realise' fee of £2,500 for the first £125,000, £7,500 on the next £375,000, £1,750 on the next £100,000, plus £625 on other assets.

Our fees total £13,375, the equivalent of 2.23% of the amount invested and 1.57% of the total advised upon (£850,000).

FINANCIAL MANAGEMENT PROGRAMME

Our annual fees are based on a range of factors:

- Ä The funds we directly advise upon and manage, and those we need to take account of and may be asked advice on without formally managing (an example may be a buy to let property).
- Ä The complexity of your financial affairs.
- Ä Most clients like to have a face to face review once a year. We are happy to agree to a greater frequency of meetings on either a formalised or an ad hoc basis for which an additional fee may be charged, typically between £250 and £500 depending on the scope of the meeting (i.e. the amount of preparation and follow up work required).
- Ä We are more than happy to offer the convenience and comfort of travelling to and from your home or place of work but this reduces the time we have available for other clients and we may therefore make an additional charge to allow for this, typically £3 per mile.

For investments we monitor and manage		
Portfolios up to	£500,000	1%, subject to a minimum of £2,000 per year
Portfolios between	£500,001 to £1,000,000	0.75%
	£1,000,001 or more	0.60%
Other assets advised upon but not managed by us		
Portfolio value	Any	0.25%

Worked examples of our fees are outlined below:

Example 1

One annual review at our offices, for a client with £450,000 we manage and no other investments. Our fee would be £4,500 or 1% of the value of your funds we advise upon.

Example 2

One annual review at our offices, for a client with £250,000 we manage and £100,000 in other investments which we need to take account of and provide advice on but which we do not directly manage.

Our fee would be £2,500 for the investments we manage, plus £250 for the other assets upon which we advise, so £2,750 in total. This equates to 1.1% of the funds we advise upon and manage and 0.79% of the total wealth we advise upon.

Example 3

Two annual reviews at our office for a client with £800,000 we manage, who also has £250,000 in other investments which we need to take account of and provide advice on but which we do not directly manage.

Our fee would be £5,000 on the first £500,000 plus £2,250 on the next £300,000 for the investments we manage, plus £625 for the other assets upon which we advise. Whilst we would normally make a charge of £350 for the additional review meeting, in reality, we would not do so due to the value of your portfolio on which we advise.

Our fee would be £7,875 which equates to 0.98% of the funds we advise upon and manage and 0.75% of the total wealth we advise upon.