

Howard Financial Services Ltd

Independent Financial Advisers

Service Proposition to Retail Clients

Howard Financial Services Ltd
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Howard Financial Services Ltd is authorised and regulated by the Financial Conduct Authority

WHAT YOU CAN EXPECT AS A CLIENT OF HOWARD FINANCIAL SERVICES LTD

Working with an Independent Financial Adviser can be an extremely rewarding and valuable experience for you and your family.

It is our aim to provide you with impartial, bespoke financial solutions, based upon a thorough understanding of your needs and objectives.

We passionately believe that by being committed to helping you make smart decisions about your money and avoiding costly financial mistakes, we can deliver peace of mind together with the greatest chance of achieving your personal life goals.

Our experience shows us that initial plans can often become outdated, we therefore offer a comprehensive ongoing reviewed service designed to deliver real ongoing value for our clients.

Before either you or we commit to working together we are keen to outline the service level you can expect from us. This document is designed to do just that.

The different service propositions available from Howard Financial Services Ltd are Gold, Silver and Bronze the differences that you can expect between each of these are detailed in this document.

Irrespective of which level of service you select the quality of advice and service you receive will not be compromised and will be conducted in an efficient, courteous and professional manner.

WE FEEL YOU HAVE A RIGHT TO:

- Objective advice
- Privacy and confidentiality
- Staff who are competent and courteous and act with integrity at all times
- Staff who are professional and diligent
- A transparent cost structure
- A timely response to telephone calls and emails the same day, or if not possible then within 24 hours.

We aim to deliver fully on all of the above points.

WHAT CAN YOU DO FOR US

In order that we can best serve you, we would ask you to:

- Respond promptly to our communication, where possible, and let us have the information we require, when we need it.
- Communicate your views frankly, courteously, openly and let us know, as soon as possible, if anything is not as you would expect from us, or if our service falls below the standards that you would expect.

OUR COSTS

- You can pay us by either adviser charge or a fee or a combination of both.
- We will provide you with all costs in writing prior to committing you to any payment together with detailing the scope of work to be undertaken.

TITLE	“GOLD” SERVICE
PROPOSITION	An unrivalled wealth management service for clients with substantial investments and more complex financial affairs. Unlimited input and our assurance that we are always looking after your financial best interests.
CORE SERVICES	<p>Regular ongoing progress reports either Quarterly, Six Monthly or Annually as agreed with your adviser, over the phone, in the office or at your home, including:</p> <ul style="list-style-type: none"> • A complete review of your investments • Suggested alterations to either asset allocation or fund selection if deemed necessary at any time during the year <p>Priority Response Service</p> <ul style="list-style-type: none"> • Face to face access to your adviser between review dates if required • Phone calls and emails returned within 24 hours <p>Portfolio Construction Service</p> <ul style="list-style-type: none"> • Access to a tried and tested investment service • Financial Analysis and investment plan, including risk profiling • Design of a suitable asset allocation in accordance with your investment risk tolerance <p>Portfolio Management Service</p> <ul style="list-style-type: none"> • Rebalancing of asset allocation on an annual basis (if no changes have been made in the preceding 12 month period) • Written portfolio valuations as agreed either Quarterly, Six Monthly or Annually <p>Pensions Service</p> <ul style="list-style-type: none"> • Pension Advice, Review and Consolidation <p>Professionals Service</p> <ul style="list-style-type: none"> • Providing requested information to your accountant or other professional advisers where necessary • Supplying end of year taxation information if required • Recommending suitable professionals as other needs arise <p>Removing the Hassle Service</p> <ul style="list-style-type: none"> • Taking the complexity and hassle out of administering your financial life <p>Tax Planning Service</p> <ul style="list-style-type: none"> • In conjunction with your accountant and other taxation advisers if required • Tax Information for all investments under our control when requested • Inheritance Tax advice in liaison with other legal professionals if required.
CLIENT BENEFITS	<p>Summarised as :</p> <ul style="list-style-type: none"> • Peace of mind – A trusted professional looking after your financial best interests • Personal contact and a bespoke service • Ongoing review of your investments with suggested alterations whenever deemed necessary • Access to expertise and information • Clarity out of complexity – to be financially well organised
PRICE	<ul style="list-style-type: none"> • Initial Financial Review and Plan – All costs will be set individually and agreed in writing before proceeding • Ongoing review service – 1% of funds under management with a minimum of £1,500 per annum (this charge will usually be deducted direct from the investment but alternatively can be paid by fee on request). • Average client portfolio typically £100,000 and over • If there are insufficient funds under management, then a monthly retainer can be paid to make this up to the minimum fee – this is reviewed annually.

TITLE	“SILVER” SERVICE
PROPOSITION	A financial planning service for investment clients who also want to ensure that the wider aspects of their financial affairs remain as effective and efficient as possible.
CORE SERVICES	<p>Portfolio Management Service</p> <ul style="list-style-type: none"> • Written portfolio valuations as agreed on an Annual basis • Suggested alterations if necessary to asset allocation or fund selection and portfolio rebalancing in November each year. <p>Portfolio Construction Service</p> <ul style="list-style-type: none"> • Access to a tried and tested investment service • Financial Analysis and investment plan, including risk profiling • Design of a suitable asset allocation in accordance with your investment risk tolerance <p>Telephone and email access to your adviser</p> <p>Removing the Hassle Service</p> <ul style="list-style-type: none"> • Taking the complexity and hassle out of administering your financial life <p>Pensions Service **</p> <ul style="list-style-type: none"> • Pension Advice, Review and Consolidation <p>Professionals Service **</p> <ul style="list-style-type: none"> • Providing requested information to your accountant or other professional advisers where necessary • Supplying end of year taxation information if required • Recommending suitable professionals as other needs arise <p>Tax Planning Service **</p> <ul style="list-style-type: none"> • In conjunction with your accountant and other taxation advisers if required • Tax Information for all investments under our control when requested • Inheritance Tax advice in liaison with other legal professionals if required. <p>** An additional charge would be made for these services</p>
CLIENT BENEFITS	<p>Summarised as:</p> <ul style="list-style-type: none"> • Peace of mind – A safe pair of hands • A successful investment experience • Annual Review of your investments • Access to expertise and information • Personal Contact • Making positive financial decisions
PRICE	<ul style="list-style-type: none"> • Initial Financial Review and Plan – All costs will be set individually and agreed in writing before proceeding • Ongoing review service – 1% of funds under management with a minimum of £750 (this charge will usually be deducted direct from the investment but can be paid by fee on request). • Average client portfolio typically between £50-£100,000. • If there are insufficient funds under management, then a monthly retainer can be paid to make this up to the minimum fee – this is reviewed annually.

TITLE	“BRONZE” SERVICE
PROPOSITION	An uncomplicated service for clients who recognise the need for specific ONE OFF expert advice but who do not require any ongoing service, reviews or advice whatsoever.
CORE SERVICES	<p>Portfolio Construction Service</p> <ul style="list-style-type: none"> • Access to a tried and tested investment service • Financial Analysis and investment plan, including risk profiling • Design of a suitable asset allocation in accordance with your investment risk tolerance <p>Portfolio Management Service**</p> <ul style="list-style-type: none"> • Written portfolio valuations as agreed on an Annual basis • Suggested alterations if necessary to asset allocation or fund selection at the annual review date <p>Telephone and email access to your adviser**</p> <p>Pensions Service **</p> <ul style="list-style-type: none"> • Pension Advice, Review and Consolidation <p>Professionals Service **</p> <ul style="list-style-type: none"> • Providing requested information to your accountant or other professional advisers where necessary • Supplying end of year taxation information if required • Recommending suitable professionals as other needs arise <p>Tax Planning Service **</p> <ul style="list-style-type: none"> • In conjunction with your accountant and other taxation advisers if required • Tax Information for all investments under our control when requested • Inheritance Tax advice in liaison with other legal professionals if required. <p>** An additional charge would be made for all of these services</p>
CLIENT BENEFITS	<p>Summarised as:</p> <ul style="list-style-type: none"> • Access to expertise for one off specific advice • Peace of mind – a safe pair of hands
PRICE	<ul style="list-style-type: none"> • Initial Financial Review and Plan – All costs will be set individually and agreed in writing before proceeding • Any further or ongoing advice would be chargeable at an hourly fee rate of £150 agreed in writing before proceeding