

# GUIDE TO OUR VALUE ADDING SERVICES

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Quilter Financial Planning shares our values and beliefs about being clear and transparent with our clients. This is why we are giving you this document.

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# MORE ABOUT US

*Financial Planning  
as well as Financial Advice*

**At Haworths, we are an innovative financial advice firm located in Accrington. John McGregor, our principal, has been serving the financial needs of the Accrington and surrounding communities for over 30 years.**

John started in Financial Services in 1985 and in 2009 he established Haworths Financial Services. Haworths roots are in Accrington, however our clients are spread throughout the UK.

At Haworths, we recognise there are many fine adviser firms out there and we endeavour to set ourselves apart. When employing advisers, we look for that little bit extra. We only want to work with friendly, hardworking, and plain-speaking advisers that will walk that extra mile for our clients.

Our long-established reputation has enabled us to partner with Accountants, Solicitors and Estate Agents that share our values

We have a breadth of experience, which enables us to offer our clients a truly personalised and local service. We are keen to demonstrate our ethos that the client is at the heart of everything we do. We strongly believe that the client experience should be easy, transparent, and add value to our clients' lives.

We understand that time is precious, we will help with your financial journey, leaving you to focus on the things in life that are equally important to you.

Our aim is to help you identify and achieve your financial goals and objectives... and have the standard of living you want in all scenarios.

We chose to be part of the Quilter Financial Planning group, a network of more than 3,000 financial advisers looking after their clients' interests throughout the UK. It is one of the leading financial advice networks in the UK, with a strong track record of delivering great customer solutions.

### The purpose of this document is to:

- Give you information about our business and services, so that you know what to expect when working with us
- Reassurance about how we are regulated, and what security and peace of mind you can expect to receive
- Link to our 'Terms of Business' document, where more specific information can be found regarding our fees and services

### We aim to do this by helping you understand:

- More about us
- How we help people like you
- Who is a typical Haworths client?
- The value that we add
- The stage of financial life where we can help you
- Your peace of mind and protection
- Our charter
- Our process for providing quality advice
- The marketplace we review on your behalf
- Financial planners for life – our ongoing service
- How to pay for our services





# HOW WE HELP

*people like you...*

IF YOU ARE LIKE OUR EXISTING CLIENTS, YOU WANT TO BE TREATED AS AN INDIVIDUAL, NOT LIKE A NUMBER. YOU WILL ALSO WANT SOMEONE AVAILABLE TO YOU WHEN YOU NEED THEM, SOMEONE YOU CAN TRUST.

THAT IS WHY MANY OF OUR CLIENTS, WHO PREVIOUSLY DEALT WITH BANKS AND LARGER ADVISORY FIRMS, HAVE COME TO US FROM REFERRALS AND RECOMMENDATIONS MADE BY EXISTING CLIENTS.

## Fully comprehensive Wealth and Tax Planning

**We will be there for you throughout your financial journey during all the stages of your life. Our existing clients tell us we help them, by:**

- Establishing exactly what they want out of life before considering what financial requirements might be necessary in achieving these goals. In our experience such goals are rarely achieved by accident, more usually by design.

- Utilising their existing provisions first wherever possible (e.g., insurance plans, assets, savings, investments), before considering starting a new plan.

- Researching the market on their behalf should we need to recommend an alteration or addition to what they have already in place.

Together we create a financial plan with and for our client's journey that anticipates and caters for key events along the way. We keep working with them to review and refine their plan, ensuring that it remains relevant and tailored to their needs as different circumstances arise during their journey.

## What type of financial person are you?

**We pride ourselves on treating all our clients as individuals. That said, we could not help but notice that our clients fell into three broad categories before starting financial planning with us:**

- The 'Have enoughts' – they have sufficient wealth to enjoy their lifestyle to the quality they want now. For them, the value we add can be looking at how to retain that wealth for themselves (and their loved ones), both legally and ethically

- The 'Not enoughts' – they may not be able to do the things in life they enjoy as frequently as they want, or to the standard they really desire. For them we explore how to enable this to happen looking at their budget, and whether they need to realign their investments and goals

- The 'Don't knows' – unsure whether they can do the things they want to do in life, without unnecessary consequences. For them we bring clarity.

By working with us and using our financial planning expertise, we can help reassure you about which financial person you are, and only where appropriate, recommend actions to help you maximise your existing provisions, assets, and plans.

**WE PRIDE OURSELVES ON TREATING ALL OUR CLIENTS AS INDIVIDUALS.**



# WHO IS A TYPICAL HAWORTHS CLIENT?

## It is someone who:

- Wants us to accompany them on their journey through life and not just for one-off transactions
- Wants reassurance that their current retirement provisions are in order
- Is seeking expert financial advice on a particular issue
- Wants to make the most of their hard-earned money
- Trusts us with their personal information on things that matter to them, their family, their aims, and aspirations.
- Values a trusted source of truth, rather than having to interpret the wide amount of information (and misinformation) freely available via the media and internet
- Welcomes a trusted relationship where we can add value to each other
- Is employed and wants reassurance and explanation about their benefits package
- Is self-employed and wants to create similar benefits packages via work as if they were employed
- Is seeking a sense of control, reassurance, and financial freedom
- Wants to retain as much of their hard-earned money and assets in a legal and ethical manner
- Can pass their assets to their beneficiaries in the most tax efficient manner
- Who needs to find the right mortgage but has little time to do so

**WE BELIEVE  
THAT EVERYONE  
WOULD BENEFIT  
FROM FINANCIAL  
PLANNING.**

## Who will benefit the most from Haworths Financial planning?

We believe that everyone would benefit from financial planning. That said, the following are people who we know from experience get the most out of it:

**Retiring** (or considering a change of workplace) – we can help reassure you how to access your different sources of income and minimise losses to the taxman legally and ethically.

**Time poor** (but feel their income and capital are doing ok) – by taking time out to plan, you may find you can achieve your goals sooner, or take a different pace in life.

**Getting started** (for those that have not had to think about finances before) – we can help make the complex world of finance simpler with a straightforward advice service focusing on immediate needs, such as finding the right mortgage and protecting a young family.



# THE VALUE THAT WE ADD

WHEN DECIDING THE FEES WE CHARGE FOR ADVICE WE WANT TO BE SURE YOU RECEIVE VALUE FOR MONEY AND THAT THE SOLUTIONS WE RECOMMEND ARE LIKELY TO DELIVER YOUR OBJECTIVES.



**QUILTER FINANCIAL PLANNING USES ITS BUYING POWER TO DRIVE DOWN THE COSTS OF ITS CHOSEN PROVIDERS. THIS MEANS YOU GET VALUE FOR MONEY.**

## Besides providing leading edge investment and insurance solutions, our clients tell us that we add value to them by:

- Utilising their existing provisions first before considering starting a new plan
- Checking how any personal changes in income or capital wealth may impact their current provisions or tax situation
- Explaining in simple terms how the UK Government Budget announcements impact them by way of welfare or income, capital, or inheritance tax changes
- Reminding them so that they do not miss out on valuable allowances (such as ISAs), that once they are gone, they are gone forever
- Making sure they do not miss out on getting money back that might be owed such as tax relief on pension and retirement planning
- Rebalancing their assets so they're always comfortable with the risk they take when investing, while ensuring they don't miss out on potentially better returns
- Ensuring they do not miss out on getting a better return than they should for the level of risk they take
- Reassuring them that they are not taking unnecessarily risk with their current investments
- Placing their assets in the right name, ownership, and tax wrapper so that they legally and ethically ensure they do not pay too much tax when they want to spend them or pass them on

## Delivering real value for money

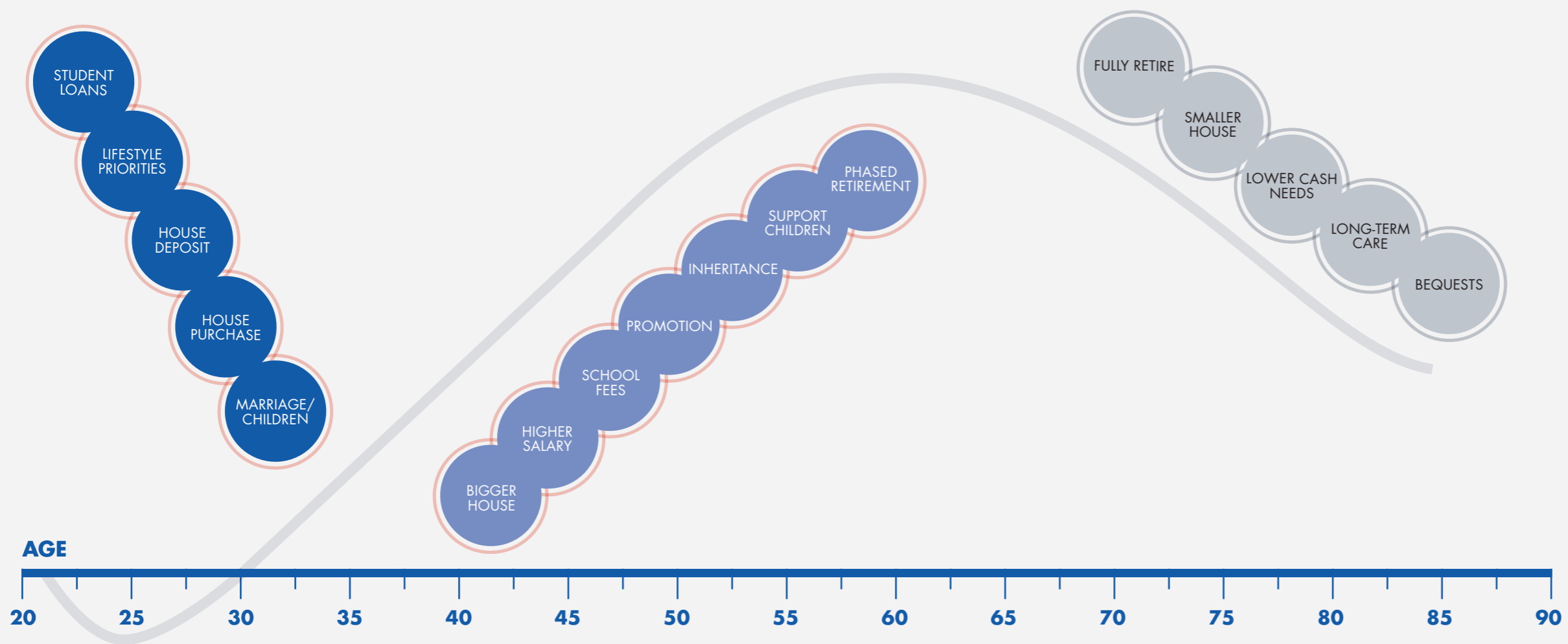
Quilter Financial Planning uses its buying power to drive down the costs of its chosen providers. This means you get value for money.

Quilter Financial Planning also negotiates exclusive products and features that you will not find anywhere else.



# THE STAGES OF YOUR FINANCIAL LIFE

*Where we can help you...*



## WEALTH MANAGEMENT

Savings, investments, tax planning, retirement planning

## PERSONAL & BUSINESS PROTECTION

Life cover, critical illness cover, income protection cover, business cover

## RETIREMENT PLANNING

Pension funds, personal funds, company or trustees funds

## WEALTH PRESERVATION

Estate planning, succession planning, trusts, key business person

## SAFEGUARDING WEALTH

Protecting you and your family's standard of living against the unexpected.

## SAFEGUARDING AND PURCHASING YOUR ASSETS

Ensuring the most suitable arrangements for your home, second home, buy to let or commercial properties.

## WEALTH CREATION

Making the most of tax efficient investment opportunities so that money is available when you want to spend it.

## WEALTH MANAGEMENT

Ensuring you maximise your standard of living for when you do not want so hard.

## WEALTH PRESERVATION

Preserving the value of your estate for the benefit of your family.

## WEALTH RETENTION

Retaining more of your hard-earned money legally and ethically.

## BUSINESS WEALTH

Helping small and medium sized enterprises grow, maintain, and become more profitable.

# YOUR PEACE OF MIND & PROTECTION

**We subscribe to, and abide by a number of laws, and regulations that exist for your protection, confidentiality, and security.**



## THESE INCLUDE:

- **The Financial Conduct Authority (FCA)** – our regulator.  
We will tell you if any product or service recommended is not regulated by the FCA
- **The Financial Services Compensation Scheme (FSCS)**  
– for your financial security
- **The Data Protection Act (DPA)** – to protect your confidentiality
- **The Financial Ombudsman Service** – an independent and impartial body to help resolve complaints between financial businesses and their customers
- **Law** – all our agreements follow the laws of England and Wales. The laws concerning property, conveyancing, trusts and power of attorney can differ if you live in Scotland or Northern Ireland
- **Financial crime** – we support the Proceeds of Crime Act, and all efforts to eliminate money laundering
- **Other interests** – we pride ourselves on being impartial. To avoid doubt we tell you if any conflicts of interest exist
- **Loans and ownership** – we want you to know who owns us.

You can find more information in our Terms of Business document, which you should read with this guide.

# OUR CLIENT CHARTER

**WE CONTINUALLY STRIVE TO IMPROVE OUR PROFESSIONALISM THROUGH PERSONAL DEVELOPMENT.**

- We aim to provide a fully comprehensive service to all of our clients
- We are confident that we will deliver a high-quality service that will be among the best in the financial services sector
- We continually strive to improve our professionalism through personal development
- We follow the principles of Treating Customers Fairly set out by the Financial Conduct Authority
- If any material interest or conflict of interest should arise in business that we are arranging for you, we will let you know and ask for your consent before we carry out your instructions
- Our processes and procedures follow the guidelines as laid down by our business support network, which is authorised and regulated by the Financial Conduct Authority
- We like to treat our clients as we would expect to be treated. We like to hear how we've performed so please feel free to let us know. If you are ever dissatisfied with the service you've received we will do our best to put it right.

## In the unlikely event you are unhappy with our service:

If you have a complaint about your adviser, or any financial advice you have received from your adviser, please contact us:

Quilter Financial Planning Complaints Department,  
Riverside House, The Waterfront  
Newcastle upon Tyne. NE15 8NY

Email: [QFPComplaints@quilter.com](mailto:QFPComplaints@quilter.com)  
Tel: 0191 241 0700

If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service.

*It's all about you*

**This is the process we follow to make sure you get the quality of advice you need.**



# OUR PROCESS FOR PROVIDING QUALITY ADVICE

## 1. UNDERSTANDING YOU

By gathering information from you we will find out about any plans you already have in place.

Then by exploring your attitude to risk and return, and your hopes and aspirations, we will build a picture of what you want to achieve.

At this stage you will find out what to expect from us and how you will benefit from using us.

We do not usually charge a fee for this stage.

## 2. PLANNING

We'll explore and research various scenarios to make the best use of your existing plans.

We'll then recommend how you can build on your existing plans so you give yourself the best chance of achieving your goals.

## 3. IMPLEMENTATION

Like most of our clients, you will probably prefer us to do the necessary work to put your plan into action. We will work on your behalf with the provider or lender. This will save you a lot of time and effort and ensure your plans are set up correctly. We will charge you a fee for doing this, which we will explain to you.

Alternatively, you may decide to implement our recommendations yourself, in which case we just charge you for our time and advice.

## 4. REFINE

Nothing stands still, so it makes sense to check the progress and appropriateness of your plans regularly. We suggest you do this annually. This way you will find out if your plans are affected by changes to legislation or taxation.

You will also hear from us if we have something that we feel will interest you.

You will receive clear details on what the total fee is, the advice or service it relates to, how we've calculated it and when you need to pay it.

You are not obliged to implement any of our recommendations.



# THE MARKETPLACE WE VISIT ON YOUR BEHALF

## We visit the marketplace on your behalf and provide restricted advice.

- After we have assessed your needs, we will advise and make recommendations for you, but will only offer advice from a panel of leading investment and insurance companies
- Our recommendations will be made following an analysis of our entire range of products and services
- We will be happy to provide you with a list of the companies on the panel at your request



**The financial world can be extremely complex. Analysing and monitoring the enormous diversity of products, funds, wrappers, and platforms is time consuming and costly – a cost that ultimately finds its way to you, the end consumer.**

Having worked with a wide range of clients in all areas of financial planning, it became clear that using a tailored range of handpicked solutions could help with this.

Together with some of the most modern and efficient products available, this has proven to be the best way to cater for many of our clients' financial needs.

So, by restricting our advice service to a carefully chosen range of products and providers, we can remove that complexity and therefore keep costs low and focus on providing great service.

Furthermore, if an occasion ever arises where we are unable to meet any specific need you might have via our chosen providers, we are able to search the broader market for an appropriate solution.

We believe this approach offers our clients the best of both worlds: a first-class range of providers and products designed to meet the vast majority of their needs at a reduced cost, with the capability to look more widely should the need arise.

The analysis is carried out centrally at Quilter Financial Planning to ensure the offer is of the highest quality, and that it remains up-to-date and appropriate to meet your needs both now and in the future.

Quilter Financial Planning itself is part of Quilter, a company with real financial strength that offers long-term security for all its customers.

You can read more about Quilter Financial Planning and Quilter on the website:  
[www.quilterfinancialplanning.co.uk](http://www.quilterfinancialplanning.co.uk)

# FINANCIAL PARTNERS FOR LIFE – OUR ONGOING SERVICE

**You do not have to choose an ongoing service with us, although we believe you should review your plans regularly.**

**You decide the level of service you need and how often you need it. We will confirm this to you in writing, explain the fees involved and how and when you need to pay them.**

Most of our clients like to check the progress of their plans once a year to make sure they're still on track to meet their goals.

Having a regular planning meeting means you don't miss out on any of your allowances and you find out if you are affected by any changes in legislation or taxation.

### 1. Keeping you informed:

We will only send you information which we feel is useful to you

### 2. Plan review and valuation milestone:

A regular check that your plans are still on track to achieve your goals

### 3. Personal safety net:

This ensures that your income and assets are not affected by changes in taxation or legislation.

We deliver this part via your next financial planning meeting, in the format that suits your lifestyle, such as face-to-face, by phone or using screen share technology.

**YOU DECIDE THE LEVEL OF SERVICE YOU NEED AND HOW OFTEN YOU NEED IT.**

# HOW TO PAY FOR OUR SERVICES

*We want to be clear ...*

NO TWO CLIENTS, OR RECOMMENDATIONS THAT WE MAKE, ARE THE SAME.

THAT SAID, OUR EXPERIENCE MEANS THAT WE KNOW WHAT THE MINIMUM TIME REQUIRED IS LIKELY TO BE IN CORE ADVICE AREAS, THE ASSOCIATED RUNNING COSTS OF OUR BUSINESS AND THE IMPLEMENTATION COSTS AROUND ENACTING OUR ADVICE. THIS MAY BE REPRESENTED TO YOU IN OUR FEE MENUS BY CERTAIN AREAS HAVING A MINIMUM FIGURE.

## It is important that you understand how you will pay us for our services

- We cover the cost of the first meeting for you
- Choice - you choose how you pay us, whether you use our ongoing service offer or just use us for a one-off financial need
- Options - we will explain your payment options to you and answer any questions you may have
- Agreed advice fees - we will not charge you until we have agreed with you how we will be paid
- Transparent - you will receive a clear explanation of our total fee, the advice or service to which it relates to, how we've calculated it, and when you need to pay it
- VAT – because we provide an intermediation service, which means no VAT is payable. However, there may be other occasions when VAT is due. If so, we will tell you
- Client Money – we never handle cash

You are not obliged to implement any of our recommendations. However, we may still charge a fee for our advice

## Here we set out the various ways in which we might receive payment for our advice and services.

### Paying us directly

We may charge you a fee for advice. We may also receive commission from an insurance company or mortgage lender. We explain our fees in our Terms of Business document.

We will agree with you in advance the fees we will charge. We will set this out in our Authority to Proceed document. You may pay us by cheque or bank transfer.

### Provider facilitation of your fee

If you decide to follow our recommendation and invest, you may authorise the investment provider to deduct our fee for advice from your investment. You may also pay any ongoing service charges from your investment.

In some circumstances this could create a capital gain and a possible tax liability. We would take this into account in our recommendation.

### Provider payments to us

We no longer receive commission for setting up regulated investment products. However, we may receive commission on certain non-regulated products and mortgages.

If we do receive commission, we will tell you how much in a Key Facts Illustration.

### Introducer payments

We may also receive an introducer fee, should we pass your specific enquiry on to a specialist professional adviser. If this happens, we will tell you.





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