

**Example Fair   
Value Statement**   
- Initial Advice

The below is a standard template which can be tailored to   
your firm’s needs. Please ensure the content accurately reflects   
your business model.

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| **Our Service Standards** |
| * An initial discovery meeting to evaluate if we can assist the client in meeting their objectives. * Review client’s investment knowledge and attitude to investment risk. * Discuss the client’s investment knowledge and capacity for loss. * Assess client’s needs and financial objectives. * Offer ethical and sustainable investment solutions (where necessary) * Access to professional Discretionary Investment Solutions. * Define and agree the client’s goals and ambitions. * Define the client’s investment timeframe. * Cashflow modelling (where appropriate). * Conduct independent research and due diligence on the relevant marketplace. * We have created a Centralised Investment Proposition (CIP) and Centralised Retirement Proposition (CRP). * Access to investment portfolio/retirement strategy based on client’s financial goals. * Personalised recommendation designed to achieve a client’s financial goals. |

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| Our Target Client Market |
| * Saving/investing for a particular future objective. * Planning for retirement (Accumulation and Decumulation). * Taking an income in retirement. * Estate planning for inheritance tax purposes. * Retail clients optimising their tax thresholds. |

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| Business Limitations |
| * Clients with no appetite for investment risk. * Clients with investable assets of less than £10,000. * Regular premium investments where premiums are below £100. * Clients requiring advice on Defined Pension Transfers. |

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| Our Charges |
| * Our charges are based upon percentages of funds being invested. We have a tiered charging structure ranging from a maximum of x% for the first £100,000, x% on the next £100,001 to £250,000 and x% above £250,001. All fees are agreed in writing with the client prior to proposal. * The cost to manufacture our advice services is based upon our fixed costs and profit margins. We have completed a full Fair Value Assessment which outlines our calculations. |

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| Service Design |
| * Our charges are in line with comparable services in the market, and we have compared this to local competition and analysed further information via VouchedFor and Which? * We constantly request feedback from clients in relation to our fee structure to ensure they understand the charges and feel we provide value for money. |

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| Our Client Benefits |
| * Access to Independent Financial Adviser. * Knowledge experience of financial planning and advice market. * Ongoing training & development of our advisers’ knowledge. * Cashflow modelling. * Utilising tax thresholds each year. * Access to third party professionals/specialists e.g. solicitor, accountant, tax planners. * Assistance with fundamental tax planning and selecting appropriate products. * Build long term relationship with regular reviews for client to realise financial objectives. * Able to navigate complex investment/taxation/pension issues. * IHT planning. * Family home office availability. |

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| Behavioural Biases Present |
| * None we are holistic financial planners. |

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| Client Vulnerability |
| * We are able to provide flexibility to meet the needs of any vulnerable clients. * All staff have been appropriately trained in this area to identify vulnerability. * We have a formal vulnerable evaluation document which outlines all examples. * We have a robust vulnerable policy in place. |

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| Total Cost |
| * We have undertaken a full overhaul of our adviser charges. Our charges take into consideration the following: annual management charges, investment charges, platform charges, DFM charges, transaction charges. * Our firm continually assesses investment houses fair value statements to ensure the products we recommend are providing value to our clients. Each statement is incorporated as part of our CIP. |

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| Management Information |
| * We produce regular Management Information via Key Performance Indicators. These KPIs are generated for advisers and the firm as a whole. * We have had 0 complaints in the period. * We continue to receive repeat business and client referrals. |

Summary & Actions

Overall we are satisfied with our charging structure, and we feel this provides fair value to clients. This is an area that we have discussed and reviewed as a group to ensure there is consistency within the firm.

Review completed by: [insert name]

Role: [insert role]

Next review: [insert date]