

Ideal Financial Solutions Client Proposition

1. Company Vision

The vision of Ideal Financial Solutions (IFS) is to provide unbiased and informed advice to provide clients with a secure financial future.

2. Service Offering

IFS offers the following specific services to their clients:

- Mortgage and Protection
- Savings & Investment
- Retirement Planning
- Business Protection

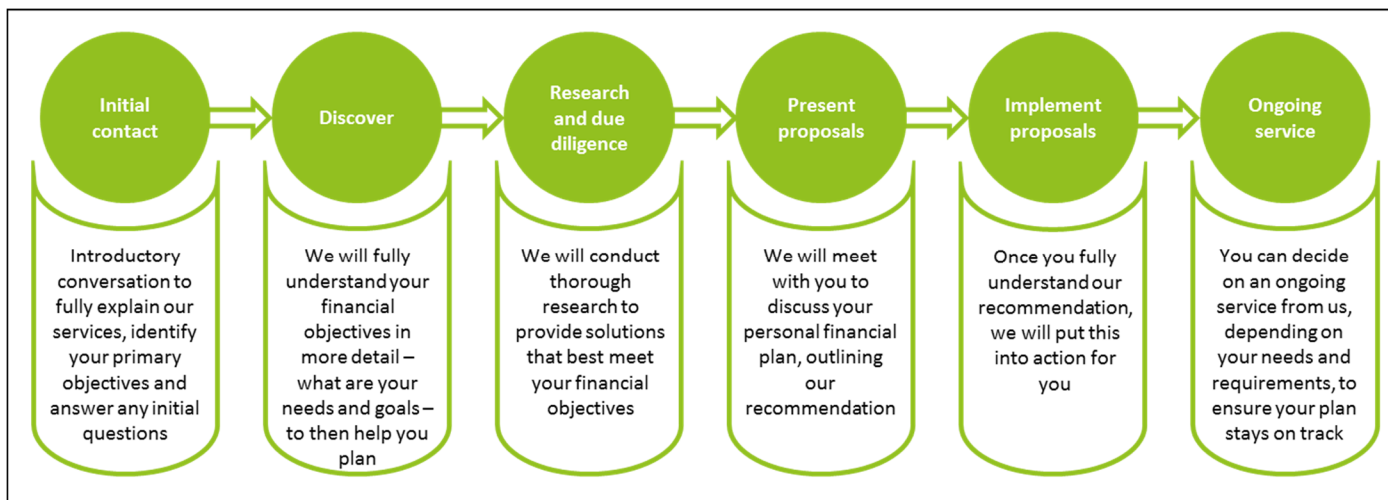
3. Client Segmentation

For the purposes of the IFS proposition, clients have been segmented into 6 groups, where the profile, product and service alignment and potential opportunities are detailed below:

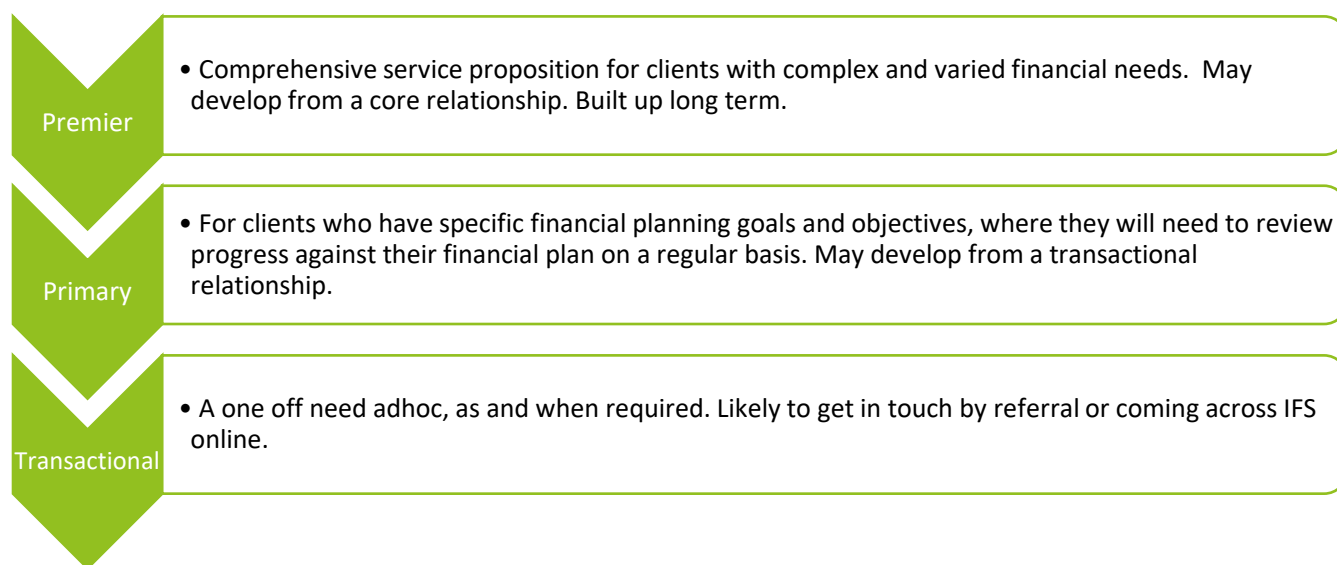
Client Segment	Profile	Product & Service Alignment	Opportunities
Just Starting Mass Market	People who are just starting out on their financial journey. Perhaps first time buyers. Those with minimal savings.	Mortgage Re-mortgage Protection	Online Referrals from solicitors & estate agents Potential to become clients in the future
Wealth	Those who are starting to accumulate wealth	Savings Investments Pension planning	Referrals Online
Nearing Retirement	Those who have gained some wealth and thinking about retirement	Retirement planning Pension switching and consolidation Savings and tax planning	Referrals Financial Advisers who are looking to exit, with existing client banks
Traditional High Net Worth	Those who have significant wealth, who want to invest	Investment proposition Retirement planning	Referrals Cross sell to existing clients where there is demand Partner with a DFM Financial Advisers who are looking to exit, with existing client banks
Post Retirement	Those who are past their retirement age and need to ensure their income will cover costs. Legacy planning of their wealth.	Investment proposition Retirement planning	Referrals Financial Advisers who are looking to exit, with existing client banks
Corporate	Small to Medium sized businesses in any sector	Business Protection Employee benefits schemes Pension switching and consolidation Auto enrolment	Online Professional referrals Referrals Employees who may require financial advice Corporate pension schemes

4. Advice Process

IFS Clients can expect to receive the following high level process, whatever your financial planning needs are:



Underpinning the advice process, IFS offers three different levels of service to clients, depending on your needs:



Level 1 – Premier:

This is IFS's most comprehensive service proposition that covers all areas of financial planning including investment, tax and retirement planning and protection needs. Typically, this is suitable for those with complex needs, where we would want to build and develop long term relationships with these clients. It is likely we will meet on a regularly basis to review the performance of their solutions and financial plan. Charging is based on an initial upfront charge and an ongoing fee.

Level 2 – Primary:

This level of service is for clients who have specific financial planning needs to meet specific goals and objectives. They may be less complex and their need to review progress against their financial plan will be less frequent. Charging is based on an initial upfront charge and an ongoing fee.

Level 3 – Transactional:

This level of service is for clients who need advice on a specific matter and require that specific advice be implemented (e.g. mortgage, protection). Typically, once the advice has been implemented, there is no need for ongoing reviews – this is a “transactional” service and is charged appropriately with a fixed fee.

5. Service Proposition:

Proposition Element	Details
Retirement Planning	<ul style="list-style-type: none">• Pre and post retirement planning• Goals and objectives clearly and simply documented• Investment portfolio – selection, performance and rebalancing• Valuations• Pension switching / transfer• Risk profiling:<ul style="list-style-type: none">○ Capacity for loss○ Attitude to risk
Investment Proposition	<ul style="list-style-type: none">• Risk profiling:<ul style="list-style-type: none">○ Capacity for loss○ Attitude to risk○ Update process when circumstances change – online, telephone, face to face• Preferred fund panel for transactional clients• A suite of low cost managed funds for clients with modest levels of assets requiring a low-cost ongoing service• A model portfolio service for clients with a higher level of assets and investment experience, where additional costs are appropriate• Discretionary fund management for experienced clients with high asset levels requiring bespoke investment solutions
Mortgage & Protection	<ul style="list-style-type: none">• Researching and recommending mortgages for a variety of needs (first time buyers, buy to let, investment, remortgaging)• Researching and recommending protection solutions including Life Assurance, Critical Illness, Accident, Sickness & Unemployment and Income Protection
Business Protection	<ul style="list-style-type: none">• Providing practical solutions appropriate to the size, complexity and maturity of the business to protect against key person risk, shareholder risk and death in service
Client communication	<ul style="list-style-type: none">• Underpinning the above services, IFS will communicate with clients in a variety of ways, depending on the client’s requirements:<ul style="list-style-type: none">○ Frequency and method of communication (face to face, telephone, skype, letter, email, online)○ Newsletters○ Specific relevant news items – budget, industry updates○ Transactional capability on the website (forms / change of details)

6. Client Servicing

The table below shows what the client can expect with the different levels of service:

Service Level	Premier	Primary	Transactional
Annual statement of holdings	✓	✓	n/a
Access to our support team	✓	✓	Limited
Regular valuations	6 monthly	Annually	
Ongoing expert support	✓	✓	
Quarterly investment bulletins	✓		
Ongoing access to your Adviser	✓	✓	
Regular review meetings	6 monthly	Annually	
Review of objectives	✓	✓	
Review of risk profile	✓	✓	
Review of asset allocation (if required)	✓	✓	
Review of tax changes	✓	✓	
Regular and relevant communications – industry, budget etc.	✓		
Comprehensive financial health check	✓		
Tax planning	✓		
Estate planning	✓		
Income / Expenditure review and forecasting	✓		
Liaison with Accountant / Solicitor (if required)	✓	✓	
Initial Adviser Fee	2% of the total investment subject to a minimum of £1,500	2% of the total investment subject to a minimum of £1,000	2% of the total investment subject to a minimum of £1,000
Ongoing Adviser Fee	0.50% ongoing subject to a minimum of £900 pa	0.75% ongoing subject to a minimum of £600 pa	Agreed on an AdHoc individual basis