



**CLIENT ADVICE JOURNEY**

**WITH**

**SCRUTTON BLAND LIMITED**  
**INDEPENDENT FINANCIAL ADVISERS**

Client Details:

«Client\_Report\_Name»  
«Client\_Address\_1»  
«Client\_Address\_2»  
«Client\_Address\_3»  
«Client\_Address\_4»  
«Client\_Address\_5»  
«Client\_Postcode»

*Scrutton Bland Ltd is authorised and regulated  
by the Financial Conduct Authority*

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# Adviser Profile



**Neil Hewitt, APFS, AIFP, Certified Financial Planner  
IFA Director**

Neil is a director of Scrutton Bland Limited and has been with the firm for 15 years. He has more than 25 years experience as an Independent Financial Adviser and is both a Chartered and Certified Financial Planner. Neil is also an affiliated member of STEP and a Resolution accredited IFA. Neil provides holistic financial advice and specialises in advising on lump sum investments for individuals and trustees, Inheritance tax planning and pensions advice including at retirement and in divorce.

**T: 01473 267000**

**F: 01473 267001**

**E: [neil.hewitt@scruttonbland.co.uk](mailto:neil.hewitt@scruttonbland.co.uk)**

# Adviser Profile



## **Gary Riches, ACII, APFS, AIFP, Certified and Chartered Financial Planner IFA Director**

Gary is a Director and Independent Financial Adviser within Scrutton Bland Ltd and has been with the firm for over seventeen years. Gary has over 24 years of experience as an Independent Financial Adviser and is highly qualified within the financial services industry. He has achieved by examination the qualification of Associate of the Personal Financial Society, he is an Associate of the Institute of Financial Planning by qualification and has attained the internationally recognised status of Certified Financial Planner. Gary was one of the first few advisers to be awarded the qualification of a Chartered Financial Planner at a graduation ceremony in 2005. Gary is also an affiliated member of STEP and a Resolution accredited IFA.

Gary provides holistic financial advice and specialises in advising on lump sum investments for personal investors and Trustees of Trusts, Inheritance Tax planning and pensions advice, including advice at retirement. A particular area of specialisation is advising on financial aspects in Divorce, including pensions and investment. Gary is one of a small number of Advisers within the industry who is a regulated pension transfer specialist and is therefore able to advise on an unlimited product range. Gary's objective is to provide initial and ongoing advice to clients and is happy to arrange an initial no obligation meeting with potential clients.

**T: 01206 838400**

**F: 01206 838401**

**E: [gary.riches@scruttonbland.co.uk](mailto:gary.riches@scruttonbland.co.uk)**

## Adviser Profile



### **Grant Buchanan, Dip PFS, Cert CII (MP&ER)**

Grant is an Independent Financial Adviser within Scrutton Bland Ltd. He started his career with Friends Provident in their London office then worked as a Financial Adviser locally before joining Scrutton Bland in early 2008. Grant holds the Financial Planning Certificate and the Diploma in Financial Planning. He studied G60, which allows him to advise on all aspects of pension planning, both pre and post retirement. Further study into Investment principles markets and environments (J06) and Taxation & Trusts (G10) ensure Grant is suitably qualified to advise on lump sum investments for both private individuals and Trustees.

Grant is happy to provide an initial no obligation meeting at our offices in Colchester so please feel free to contact him on:

**Tel: 01206 838400**

**Fax: 01206 838401**

**Email: [grant.buchanan@scruttonbland.co.uk](mailto:grant.buchanan@scruttonbland.co.uk)**

## Adviser Profile



### **James Wright, BA(Hons), DipPFS**

James joined Scrutton Bland in 2007 after completing his degree in Business Economics at the University of East Anglia. Since joining he has provided technical assistance to the adviser team with all aspects of financial planning whilst achieving his Diploma in Financial Planning, enabling him to provide holistic financial advice in areas such as Investments, Pension funding, Retirement Options and Inheritance Tax planning.

James is happy to provide an initial no obligation meeting at both our Ipswich and Colchester Offices so please feel free to contact him on:

**Tel: 01473 267000 or 01206 838400**  
**Fax: 01473 267001 or 01206 838401**  
**Email: [james.wright@scruttonbland.co.uk](mailto:james.wright@scruttonbland.co.uk)**

# Adviser Profile



## **Michelle Groves DipPFS, CertMA**

Michelle joined Scrutton Bland Ltd as an Independent Financial Adviser in 2016. Delivering high quality financial planning advice to individuals, businesses and trusts since 2005, Michelle holds the Certificate in Mortgage Advice and Practice, the Financial Planning Certificate and the Diploma in Financial Planning. She is currently progressing towards the Advanced Diploma in Financial Planning.

Michelle predominantly advises clients on pre and post retirement planning, tax efficient investments, personal and business protection and estate planning. Working closely with you and your other professional advisers, Michelle is able to look at your situation holistically to provide you with comprehensive and seamless ongoing advice, based on a thorough understanding of your needs and objectives.

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# CLIENT ADVICE JOURNEY



So how do we develop a financial plan specifically for you?

# The Financial Planning Process

Financial planning is a very personal matter. No two people have identical circumstances, ambitions and needs. What's more, needs often change over time and everyone's financial situation is different. The financial plan we produce for you is also unique and individually tailored to suit your particular needs.

## So how do we develop a financial plan specifically for you?

### Identify your needs and objectives

As a first step, we will arrange an introductory meeting. We will explain fully how the service works, discuss your primary financial needs and objectives and then answer your initial questions. By hearing how we work with our clients, you'll have the opportunity to make sure that our service will be of value to you.

### Gather Information

If it is agreed that you could benefit from our service, we will go into much greater detail with you, looking at your objectives and developing them into well defined goals. At the same time we will gather detailed financial information to give you a comprehensive picture of your finances and commitments.

### Identify your risk profile

One key element in the financial planning process is to identify your comfort level when we talk about investment risk. We will ask you to complete a scientifically developed questionnaire to help create your investment risk profile. We will then discuss the outcome with you to ensure you are confident it reflects your real views.



# Client Journey

## Target Timescale

Initial contact with Adviser and New Client Pack sent Initial consultation meeting to discuss clients circumstances and the advice required	1 – 2 Weeks
	
Documentation completion for advice to be provided at first meeting, by post or at second meeting.	1 Week
	
Obtaining information from existing providers	2 - 3 weeks (but some advice work can take an extra 4-6 weeks)
	
Research undertaken, Report preparation and supporting literature	1 Week
	
Second meeting to discuss advice and complete paperwork	1 – 2 Weeks
	
Implementation by Scrutton Bland	1 – 2 Weeks
	
Completion and fee review	1 Week
	
End of initial advice	
Total estimated time taken	8 – 12 Weeks (but can take an extra 4 – 6 weeks)
Ongoing Annual Review	

NB.

- Some providers take longer than others to supply information.
- If documentation is not completed/supplied at the first meeting the process will take longer than that detailed above.
- Pension consolidation cases will take longer due to provider timescales.
- Pension sharing cases can have lengthy implementation timescales (we will continue to keep you informed of progress).

**We aim to update you on the progress of your case every 10 days**

## **Prepare an analysis**

Once these details have been agreed with you, the information is used to complete a personal financial plan. This includes a complex analysis of your current financial position, and looks to identify any areas where it is felt your existing financial arrangements could be more effective, or where you have no plans in place, to achieve your stated objectives.

## **Develop a plan of action**

Now, with a full understanding of your circumstances and priorities, we construct your Financial Plan. This report sets out specific and realistic recommendations designed to achieve your stated objectives, both in the short and longer term.

## **Implement your plan**

We will then present you with your own plan. At this meeting each recommendation will be carefully explained and all your questions answered.

## **Monitor your progress**

As a client of ours, your Asset and Lifestyle Management Programme is regularly reviewed. We make sure your plan is working towards achieving its objectives. Each review also takes account of any changes in your personal circumstances, finance market conditions and relevant legislation.

## Our Investment Philosophy and Methodology

Scrutton Bland Limited manage substantial financial assets for our clients (circa £300m at January 2016) and the philosophy and methodology for the management of our client funds is as follows.

An investment strategy should normally provide for diversification over various asset classes. This helps reduce investment risk whilst providing some exposure to investments with the potential for capital growth. Different types of assets, such as equities or bonds, behave in different ways. Modern Portfolio Theory focuses on the proven benefits of an appropriate asset allocation strategy.

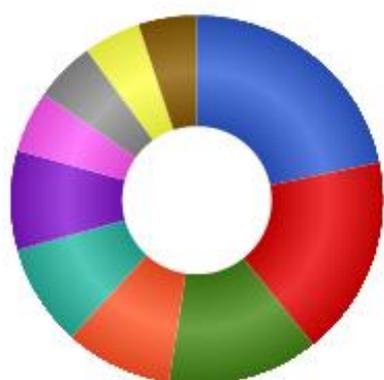
Therefore, the first step in creating any investment strategy is to achieve the right balance between the major asset classes. This “asset allocation” is fundamental to meeting your investment goals in the medium to long term.

The asset allocation recommended to you will match your attitude to investment risk and our asset allocations are provided to us and assessed by Distribution Technology’s using their digital risk profiling service.

Distribution Technology provides financial services to financial planners, asset managers and financial institutions. They have won both the European Wealth Briefing Award for Best Risk Profiling Tool and the Aberdeen Platform Award for Leading Integrated Planning Tool Provider in 2014 and are used by more than 9,000 financial planners from over 700 firms to ensure investment suitability.

Source: Dynamic Planner November 2015

An example asset allocation from Scrutton Bland Limited’s risk profile is below:



Asset Allocation	Original %
UK Equities	21.73
Global Fixed interest	17.56
UK Fixed Interest	13.11
North American Equities	9.33
Property	8.93
UK Gilts	8.69
Other International Equities	5.34
UK Corporate Fixed Interest	5.28
European Equities	4.96
Others	5.06

Source: Financial Express November 2015

Having identified the model asset allocation, the funds are selected.

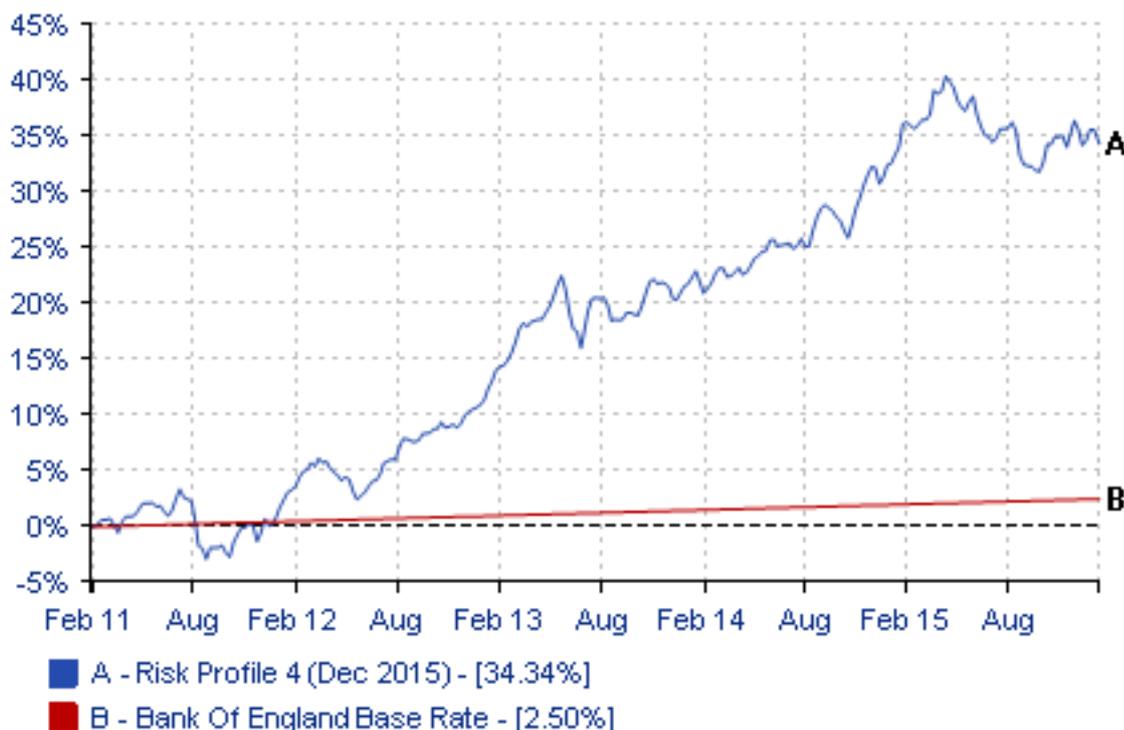
We acquire all of our research from a specialist and dedicated research team at Bankhall. The team provides comprehensive analysis, opinion and guidance to us on products, funds and fund managers, industry and market events or developments and new product launches. Bankhall is the largest supplier of support services to directly regulated financial advisers in the UK. Source: Bankhall November 2015

Our research provides a list of preferred and approved products, product providers, funds and fund managers for every sort of financial product. Benchmarks are set for each individual product type and each policy is assessed against the appropriate benchmark. For a product/fund to be designated 'approved' it must meet all of the benchmarks considered essential and pass a reasonable number of remaining criteria. A preferred product /fund must meet all of the set benchmarks and, dependent on the product, considerably exceed the minimum standards in a number of areas.

We receive regular updates from our research provider and if any of the funds in our model portfolios are removed from the preferred list, these are discussed in the Scrutton Bland Ltd investment committee meetings. A decision is made as to whether the relevant fund should be sold or retained. The decision to sell or hold will also take into account the tax implications and, in some instances, a decision may be made to retain the fund – it may still be providing good returns, but has not met all the qualifying criteria to remain on the preferred fund list.

Scrutton Bland Ltd recommends a primarily passive managed investment strategy to achieve returns closer to the index 'benchmark' return, thereby avoiding the risk of exposure to active funds where there can be substantial underperformance of the benchmark. Fund selection takes into account cost so that investment returns are not reduced unnecessarily. This is possible for passive managed funds as they are tracking the relevant index and the fund manager does not need to select individual stocks, but rather ensure the components of the relevant index are held and this helps reduce fund management costs, so that less of your investment returns goes to the fund manager and more to you.

An example of back tested performance of our Risk Profile 4 Portfolio vs. Cash over 5 years



28/01/2011 - 12/01/2016 Powered by data from FE

Source: Financial Express November 2015

# Review Service

Client circumstances, needs and objectives can and do frequently change.

It is therefore essential that we maintain an ongoing relationship through a regular review service to ensure you are continuing to meet your original objectives and/or adapt your financial plan to take account of changes. The level of ongoing service is dependent on the level of funds under advice and whether you have adopted a passive or active management approach as set out below.

	BRONZE	SILVER	GOLD	PLATINUM
<b>Client Classification</b>				
Funds under advice	up to <b>£30,000</b>	<b>£30,001</b> to <b>£100,000</b>	<b>£100,001</b> to <b>£360,000</b>	<b>£360,001</b> or more
<b>Client Contact</b>				
Remote review (postal / telephone / email)	-	✓	-	-
Annual office based face-to-face meeting	-	-	✓	✓
Half-yearly valuations remotely by post	-	-	-	✓
Access to highly qualified Paraplanner team	✓	✓	✓	✓
<b>Review Service</b>				
Computerised records retained	✓	✓	✓	✓
On-going service provision	-	✓	✓	✓
Annual valuations	-	✓	✓	✓
Annual return (last 12 months) calculation	-	✓	✓	✓
Average annualised return calculation	-	✓	✓	✓
Annual asset allocation summary	-	✓	✓	✓
Update client situation and objectives	-	-	✓	✓
Portfolio Rebalancing	-	-	✓	✓
Review opportunities to improve tax efficiency	-	-	✓	✓
Review income needs or capital requirements	-	-	✓	✓
Agree post review work and fee estimates	-	-	✓	✓
Minimum twice-yearly valuations plus annual review meeting	-	-	-	✓
Additional meetings by agreement	-	-	-	✓
<b>Remuneration</b>				
Review service met from funds under advice	✓	✓	✓	✓
Option to upgrade to higher service standard with top-up fee	✓	✓	✓	-

# FEE ESTIMATE MENU

## Initial Financial Review Including

<u>Advice Scenario</u>	<u>Average Fee Range</u>
<ul style="list-style-type: none"> <li>- One meeting (up to 1 hour)</li> <li>- Post meeting work</li> <li>- Terms of Business</li> <li>- Confidential Financial Review Questionnaire</li> <li>- Anti Money Laundering Identification Documents</li> <li>- Risk Profile Questionnaire</li> </ul>	£550 - £1,200

### A) Plus

Investment Advice (Cash Investment)	£760 - £950
Inheritance Tax Planning	£1,400 - £1,830
Lump sum / regular pension contribution advice	£725 - £950
Pension consolidation advice	£1,570 - £3,150
Simplified at Retirement advice (No Second Meeting)	£400 - £500
Full at Retirement advice (Resulting in an Annuity)	£750 - £1,680
Full at Retirement advice (Resulting Drawdown)	£1,390 - £3,000
Pension Sharing Order 'Implementation' at Retirement	£1,260 - £3,250
Pension Sharing Order 'Implementation' Prior to Retirement	£1,260 - £1,950
Tax Efficient Investment Advice	£1,370 - £1,920

**Advice above includes a second meeting (up to 1 hour)**

### B) Possible extra advice areas

Existing pension analysis	£250 - £750
Existing investment analysis and advice recommendations	£500 - £1,500

\* \* \* \* \*

### Example

i Investment of a lump sum (2 meetings)	£1,310 - £2,150
ii Full at Retirement advice resulting in Annuity advice (2 meetings)	£1,300 - £2,880
iii Full at Retirement advice resulting in Drawdown advice (2 meetings)	£1,940 - £4,200
iv Pension Sharing Order At Retirement	£1,810 - £4,450

- NB. - Simplified advice is one meeting only at the beginning of the process.  
 - More than one advice area undertaken at the same time will qualify for a fee discount.  
 - Please refer to our Terms of Business Letter for additional costs such as VAT or travel costs.

The purpose of the above fee example is to give you an idea of the order of magnitude of our fees. The figures quoted above are not minima or maxima but typical ranges for an average piece of advice work.

**Additional time spent in meetings is charged in accordance with our hourly rate.**

**FINANCIAL ADVICE FEE EXAMPLE**

Typical stages of Advice Process	IFA Time * Hours	Paraplanner Time # Hours	Technical Paraplanner Time ^ Hours	Typical Fee Range £
Pre-meeting work	½ to 1	½ to 1	Nil	£150 to £300
Initial Meeting	1 to 2	Nil	Nil	£230 to £460
Post Initial Meeting work	½ to 1½	1 to 2	Nil	£185 to £485
Fact Gathering	Nil	1 to 6	Nil	£70 to £420
Advice Report/Recommendations	½ to 1	1 to 2	3 to 6	£485 to £970
Advice Meeting	1 to 2	Nil	Nil	£230 to £460
Post Advice Meeting work	½ to 1½	½ to 1	Nil	£150 to £415
Implementation	Nil	2 to 6	Nil	£140 to £420
<b>TOTALS</b>	<b>4 to 9</b>	<b>6 to 18</b>	<b>3 to 6</b>	<b>(£1,640 to £3,930)</b>

**Combined Time Totals (13 hours to 33 hours)**

**Notes:**

- \* - IFA fee rate 2016/17 = £230 per hour
- # - Paraplanner fee rate 2016/17 = £70 per hour
- ^ - Technical Paraplanner fee rate 2016/17 = £100 per hour

Out of office meeting travel chargeable at IFA rate. If the meeting venue is more than 30 minutes from office, then one additional hour at £230 will be added to the time cost for each such meeting.

**Commentary**

Giving financial advice is a very bespoke service and no two clients are alike. Some appreciate receiving lots of reassurance whilst others do not. Some types of advice are more time consuming than others. Some product providers are more efficient than others. Some clients are better administrators than others. Some clients wish to delegate as much to us as possible whilst others may wish to do some of the work.

The purpose of the above fee example is to give you an idea of the order of magnitude of our fees. The figures quoted above are not minima or maxima but typical ranges for an average piece of advice work.