

Biggest mistake
made by
larger savers



www.savingschampion.co.uk
0800 321 3581

- **Introduction**

Those with cash savings want to ensure that their money is working as hard for them as possible.

They do not wish to take any risk with these monies and simply want to identify the bank or building society account paying the best rate of interest; however this can be an onerous task for many, especially for larger savers.

The issue for savers is the sheer number of savings accounts and frequency of rate change. We know this because at Savings Champion we research the whole of the cash savings market.

Until now savers have had very little choice but to identify the best accounts for themselves.

In this guide, we share some of our experience to help you to avoid making mistakes with your savings. Given the depth of our research and expertise, it may come as no surprise that the single largest mistake made by larger savers is not taking advice.

If you have any queries regarding savings accounts or would like a **FREE** review of your existing savings accounts please call us on 0800 321 3581.

When you call us you will speak to one of our Client Advisers, based in Bath. You will not be asked for any sensitive information (account numbers or PIN numbers).

- **Understanding the Value of Advice**

Professionals of all disciplines believe their clients are better off as a result of taking professional advice.

At Savings Champion we share this belief, but we can also support our claim with facts.

Private Savers

On average a Savings Champion private client receives an additional £915 per annum (net of our fee) for every £100,000 of cash held.

Data correct as at October 2014

Business Savers

On average a Savings Champion business client receives an additional £650 per annum (net of our fee) for every £100,000 of cash held.

Data correct as at October 2014

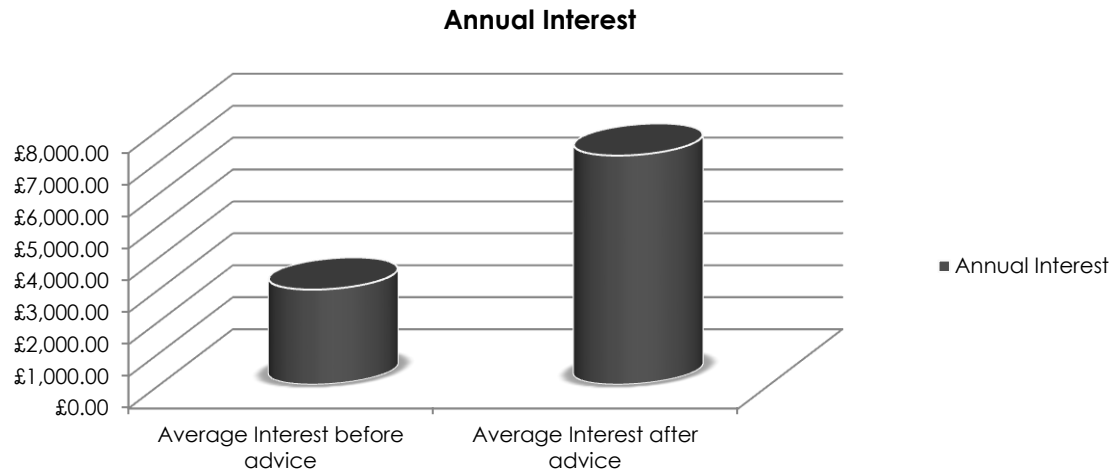
We are proud that even in this extraordinarily low interest environment **Savings Champion** has proved that our advice can **add value** for our clients.

There is no such thing as an 'average client' and we advise clients with many different needs and circumstances.

Savings Champion advises on;

- **Personal Accounts**
- **Business Accounts**
- **Trust Accounts**
- **Charity Accounts.**

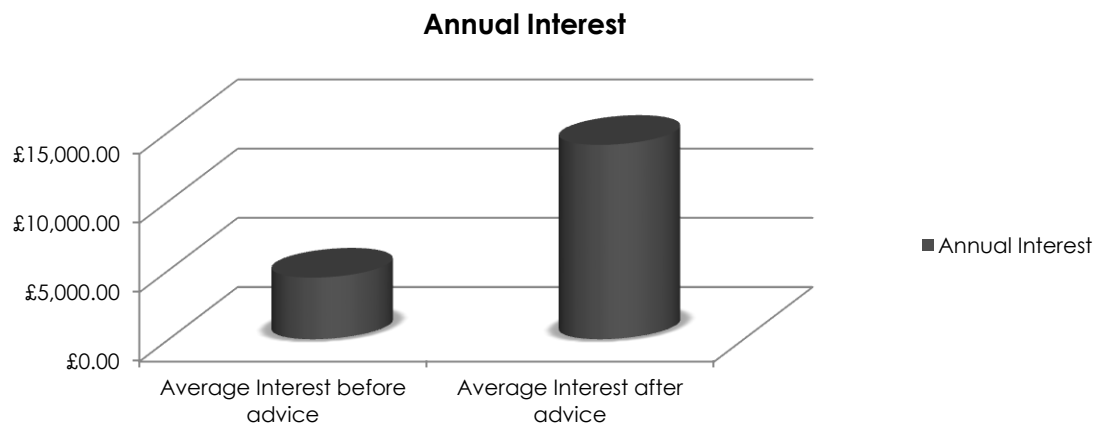
Private Client



- On average a private client of our Concierge service has a cash savings portfolio of £345,452 and receives an additional £4,198 of gross annual interest in the first year (£3,162 after deducting our fee).

Data correct as at October 2014.

Corporate Client



- On average a corporate client of our Concierge service has a savings portfolio of £1,067,500 and receives an additional £9,597 of gross annual interest in the first year (£6,942 per annum after deducting our fee).

Data correct as at October 2014.

- **Benefit of advice over the long term**

The value of advice is not limited to the immediate increase in interest received.

It is as important that you are **ALWAYS** in a position to benefit when changes occur.

£263.50 per month

would have been the cost to an average private client of not taking our advice.

Over 5 years this would compound up to **£18,146.**

(Based on no change in interest rates)
Data correct as at October 2014.

£578.50 per month

would have been the cost to an average corporate client of not taking our advice.

Over 5 years this would compound up to **£37,411.**

(Based on no change in interest rates)
Data correct as at October 2014.

- **INERTIA**

Switching utility company has become a frequently used practice in the UK however a bank account holder typically stays with the same bank for 17 years.

The administrative headache associated with switching banks is the reason why many of us decide to live with our bank.

This concern often results in inertia and is often why savers don't actively manage their cash investments.

In the last 3 years, we've helped over **400,000** savers and tracked over **£600 million** in savings, keeping savers fully informed on the **whole** UK savings market.

'Savers require interest rates to rise four times for their incomes to recover because banks have made "secretive" cuts to payouts over the past two years, research shows'

(Source: The Telegraph, 12 October 2014)

Unless you review the market each day how long will it take you to react to changes in rates?

Savings Champion will do this for you.

- **BEST BUY TABLES**

Best buy tables are often comprised of accounts that pay commission and are designed to look attractive, when in fact they are nowhere near the best rates that can be achieved elsewhere.

They are targeted at those with modest savings, which means the same terms may not apply to larger savers. Only 2% of savers have more than £85,000 in cash, which means that identifying the most appropriate accounts for larger savers is very difficult.

Accounts may also be excluded from best buy tables if they have restrictions (e.g. age, postcode, current bank, or access only in branch).

Best buy tables don't show you if there are Financial Services Compensation Scheme (FSCS) licence conflicts between the featured providers, which may mean that savings have limited protection.

Contact our expert savings advisers and they will help you overcome all of these hurdles over the telephone.

- **Why use Savings Champion?**

The quality of our research and market data is unsurpassed and is why Savings Champion is featured regularly in the national media and television.

Where might you have seen or heard us?

- BBC News
- Radio 4 Moneybox
- The Telegraph
- Sunday Times
- Daily Mail
- The Guardian
- Radio 2
- Radio 5

Independent, unbiased
and whole of market
research makes Savings
Champion the wise
choice for savers

- **RATE CHANGES**

The last year has seen an unprecedented number of cuts on existing savings accounts, despite no Bank of England Base Rate change.

There have been 2422 rate cuts since January 2013 of which 961 cuts occurred in 2014 to date. Often the provider offers no acknowledgement of a change, and they are not obliged to do so.

Even if they do write to you it's not always clear what has happened to your account, what rate you are now being paid and most importantly, it won't tell you if you could improve your rate by looking at the whole market.

By using Savings Champion Concierge Service you can ensure that your savings portfolio optimises your interest revenue at ALL times.

Savings Champion clients want their cash to be working as hard for them as possible. Even though many are capable of managing this themselves, they value the benefit of having an adviser deal with this on their behalf, allowing them more time to do the things they enjoy.

- **FSCS LIMITS**

The credit crisis has highlighted the need for savers to be cautious about where they deposit their money.

Taking advantage of the protection offered by the Financial Services Compensation Scheme (FSCS) is the primary way to reduce risk. In the event that a qualifying bank or building society should fail, the maximum pay out is £85,000 per person, per FSCS licence (or £170,000 for an account held in joint names).

For larger savers, staying within FSCS limits will require extra work because of the need to hold multiple accounts.

By speaking to one of our advisers you can get Savings Champion to develop a portfolio specifically designed to meet your needs, which will ensure that maximum protection is achieved.

- **FSCS EXPOSURE**

Savers should be mindful of the fact that some banks and building societies are covered under the same FSCS licence, which limits their protection under the FSCS.

If it is important to you to ensure that your savings are fully protected, then it is imperative that your portfolio does not unwittingly contain exposure to institutions that share a license.

Savings Champion is experienced in advising clients that wish to maximise their security and minimise risk.

- **LIQUIDITY NEEDS**

Some savings accounts have harsh penalties if savers access their money and some fixed rate accounts may not allow access at all within the term.

Some easy access accounts come with withdrawal restrictions, allowing just a few withdrawals per year, so it's wise to check the terms and conditions carefully to make sure they are suitable for you.

If you don't need immediate access to savings, investing in fixed rate bonds or notice accounts could significantly improve the interest you earn.

Our advisers will talk to you about your access needs to ensure you have just the right level of liquidity within your savings portfolio.

- **BONUSES**

Many of the accounts that seem most attractive offer an enhanced rate of interest for a specific period of time, such as 6 or 12 months. At the end of this 'bonus' period, the rate is often significantly reduced, so it's essential to make a note of when the bonus is due to end.

A bonus account is great for those who are ready to switch to another account at the end of the bonus term, but for those who are more likely just to leave the money languishing, even for quite a short period, bonus accounts can be a trap.

Everyone thinks they won't be caught, but ask yourself why the accounts are designed this way.

Clients of our Concierge service receive immediate updates when action on their portfolio is needed, together with a recommendation of what action is required.

SAVINGS CHAMPION CONCIERGE

Our Savings Champion Concierge Service is unique and is available for clients with in excess of £100,000 of cash savings.

The service combines access to our unsurpassed research covering the whole savings market with the creation of a tailored portfolio of savings accounts for you based on a proper understanding of your requirements.

Our experience of the savings market is extensive, which means even the most challenging of scenarios guarantees professional advice and peace of mind.

If you would like to benefit from our expert knowledge of the savings market, please call one of our Advisers for a no obligation initial discussion on **0800 321 3581**.

How it works?

- **Fact Find**

An initial **no obligation** consultation with an adviser over the telephone

- **Illustration**

Your bespoke portfolio is presented to allow you to see the benefit to you in your specific circumstances

- **Application**

Savings Champion will prepopulate all application forms (where possible) and monitor the progress of each until they are open.

- **Security**

Each account is opened in your name and held directly with the provider ensuring only you can access your money.

Savings Champion does not hold client monies and has no access to your accounts.

How much does it cost?

- The initial consultation is FREE and without obligation.
- When you are satisfied with the recommendation and happy to proceed Savings Champion will charge a fee in two parts;

Initial Fee – 0.1%

e.g. Portfolio Size	Fee
£500,000	£500

Quarterly Management Fee – 0.05% per quarter

e.g. Portfolio Size	Quarterly Fee
£500,000	£250

In the event that you decide at some future time that the Concierge service is no longer appropriate for your needs, then you simply need to give us 14 days notice of your withdrawal from the service. There would then be no further charges.

Referral

Savings Champion is proud that its continued growth comes from clients referring us to friends and family.

If you know anyone that we can help please let us know.