



Our Service Proposition

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Our Service

We offer bespoke advice for individuals and families according to their needs so we can provide the most suitable service and advice. This broadly fits into three categories and is summarised below.

Our commitment is to provide a level of service that exceeds your expectations and matches your requirements whilst ensuring the best financial solutions, for now and moving into the future.

Transactional Advice represents a one off need for advice. Wealth Management represents a full financial planning service with the option for ongoing reviewing.

We commit to review your plans regularly, aiming to give you peace of mind. To facilitate this we use some of the most cutting edge software and employ independent research from specialists.

Initial Meeting

No charge is applied for the initial meeting, this is usually held at one of our practices located in London or Hertford.

Implementation

Our charge for implementation is based on the level of service you choose to receive as outlined in the tables (overleaf).

All charges will be agreed with your Financial Planner prior to commencing work. The basis of the charge will be from cash and investments that are being used to satisfy your capital and income objectives. This excludes cash held in your day-to-day current bank account. Investment funds added to the portfolio at a future date may attract implementation fees.

We will quote separate fees for advice on and the arrangement of insurance policies and advanced tax planning strategies and obtain your agreement prior to commencing any work.

Ongoing Reviews

Annual fees will normally be charged as a percentage of the portfolio value, dependent on the level of service you choose at the outset. The charge will be based on all cash and investments that are being used to satisfy your capital and income requirements. This excludes cash held in your day-to-day current bank account.

A key component of our ongoing review service is continued intermediation to ensure that both the underlying investment strategy and product wrappers continue to be the most appropriate and cost effective in assisting you in meeting your objectives. Where appropriate we may make recommendations to change or establish further product wrappers, but such recommendations will only be acted upon with your prior approval.

Criteria	Our standard financial advice service that is designed for clients who have a need for financial advice and want regular ongoing communication, service and future advice.
Portfolio value	Generally for clients with less than £100,000 to invest or as per portfolio value.
Attitude to risk	Initial.
Recommendations report	Initial report.
Investment service	Having assessed your attitude to investment risk we will recommend an asset allocation based on our detailed in-house and external research and our understanding of investments and modern investment portfolio theory.
Rebalancing	Whilst we will not automatically rebalance your investments for you your investments may automatically rebalance themselves on your behalf. Alternatively we are happy to provide this service for an additional fee.
Statements	Annual updates direct from your investment provider.
Review meetings	Whilst we do not offer a review meeting as this level of service is not proactive. Subject to additional costs we are available to arrange one and also help where possible regarding administrative queries. We are happy to help should clients need further advice in the future.
Communication	<ul style="list-style-type: none"> • Telephone and email support. • Online access where available.
Our Fee Structure	
Initial Meeting	No charge. This applies to meetings at our practices, a fee may be charged otherwise.
Implementation Fee	<ul style="list-style-type: none"> • Initial financial review. • Personalised research. • Recommendation report. <p><i>Please refer to our Client Agreement.</i></p>
Annual Service Fee	1% of the value of the portfolio or a one off £500 fee.

Criteria	A complete financial planning package for clients seeking structured ongoing reviews and communication.
Portfolio value	Typically between £100,000 to £999,999.
Recommendations report	Initial and ongoing.
Investment service	Having assessed your attitude to investment risk we will recommend an asset allocation based on our detailed in-house and external research and our understanding of investments and modern investment portfolio theory.
Rebalancing	Full governance with one annual review, which includes a thorough reassessment of your attitude to risk, review of current asset allocation and complete portfolio rebalance.
Statements	Annual updates direct from your investment provider. Annual statements form Fortuna Financial Planning of all investments managed by us.
Review meetings	One face-to-face meeting per annum.
Communication	<ul style="list-style-type: none">• Proactive advice and communication in relation to the managed investments and portfolio.• Telephone and email support.• Online access where available.
Our Fee Structure	
Initial Meeting	No charge. This applies to meetings at our practices, a fee may be charged otherwise.
Implementation Fee	<ul style="list-style-type: none">• Initial financial review.• Personalised research.• Recommendation report. <p><i>Please refer to our Client Agreement.</i></p>
Annual Service Fee	1% of the value of the portfolio. Subject to a minimum fee of £1,000 per annum.

Criteria	A complete financial planning package for clients seeking structured ongoing reviews, communication and complex financial affairs.
Portfolio value	Typically portfolio values of £1,000,000+. Generally for high net worth clients.
Recommendations report	Initial and ongoing.
Investment service	Having assessed your attitude to investment risk we will recommend an asset allocation based on our detailed in-house and external research and our understanding of investments and modern investment portfolio theory.
Rebalancing	Full governance with a minimum of one annual review, which includes a thorough reassessment of your attitude to risk, review of current asset allocation and complete portfolio rebalance.
Statements	Annual updates direct from your investment provider. Bi-Annual statements form Fortuna Financial Planning of all investments managed by us.
Review meetings	Minimum of one face-to-face meeting per year. Additional meetings as required.
Communication	<ul style="list-style-type: none"> • Proactive advice and communication in relation to the managed investments and portfolio. • Telephone and email support. • Online access where available.
Our Fee Structure	
Initial Meeting	No charge. This applies to meetings at our practices, a fee may be charged otherwise
Implementation Fee	<ul style="list-style-type: none"> • Initial financial review. • Personalised research. • Recommendation report. <p><i>Please refer to our Client Agreement</i></p>
Annual Service Fee	1% of the value of the portfolio. Subject to a minimum fee of £5,000 per annum.

Criteria

Our transactional financial advice service that is designed for clients who have a one off need for financial advice and do not want regular ongoing service and future advice.

Portfolio value

For transactional clients only.

Recommendations report

Initial.

Investment service

Having assessed your attitude to investment risk we will recommend an asset allocation based on our detailed in-house and external research and our understanding of investments and modern investment portfolio theory.

Rebalancing

Your investments may automatically rebalance.

Statements

Annual updates direct from your investment provider.

Review meetings

Nil.

Communication

Nil.

Our Fee Structure**Initial Meeting**

No charge. This applies to meetings at our practices, a fee may be charged otherwise.

Implementation Fee

Please refer to our Client Agreement.

Annual Service Fee

Nil.

Client Agreement

Information about our services and how we operate as Independent Financial Advisers

This document must be read in conjunction with our Service Proposition.

Authorisation Statement

Fortuna Financial planning Ltd is authorised and regulated by the Financial Conduct Authority (FCA). The FCA regulates financial services in the UK and you can check our authorisation and permitted activities on the Financial Services Register by visiting the FCA's website www.fca.org.uk/firms/systemsreporting/register or by contacting the FCA on 0800 111 6768. Our Financial Services Register number is 629977

Our services

Fortuna Financial Planning Limited is able to act on your behalf in advising you on investments and noninvestment insurance contracts. We offer products and services as follows:

1. Investments: We offer an Independent advice service. We will recommend investments based on a comprehensive and fair analysis of the market. We will place no restrictions on the Investment Markets we will consider before providing investment recommendations, unless you instruct us otherwise. We will however only make a recommendation when we know it is suitable for you.

2. Non-Investment Protection Contracts:

We offer non investment protection products including term assurance, income protection and critical illness from a range of insurers.

3. General Insurance Contracts:

We offer General Insurance contracts including Buildings and Contents from a range of insurers.

4. Initial Discussion

We offer you an initial discussion (without charge) at which we will describe our services more fully and explain the payment options. If you decide to go ahead, we will:

I.) Gather and analyse personal financial information about you and your aims and objectives.

II.) Recommend and discuss any action we think you should take and, with your agreement, arrange relevant solutions for you.

You should be aware that investments carry varying degrees of risk and as their underlying value can fall as well as rise you may not get back the full amount invested.

Your aims and objectives

Unless we notify you in writing to the contrary, we will be treating you as a "retail client" for investment business and a "consumer" for general insurance business. This means that you are afforded the highest level of protection under the regulatory system and should have the right to take any complaint to the Financial Ombudsman Service.

Any advice or recommendation that we offer to you, will only be given after we have assessed your needs and considered your financial objectives and attitude to any risks that may be involved. We will also take into account any restrictions that you wish to place on the type of products you would be willing to consider.

With very few exceptions, we will confirm to you in writing the basis of our recommendations along with details of any special risks associated with the products recommended.

Full details of the products we recommend to you including, for example, the minimum duration of the product, information on your right to cancel or whether no right to cancel exists, and any other early termination rights and penalties, will be covered in the relevant product disclosure information you will receive before conclusion of any contract.

We will issue any documentation/recommendations and any other communication to you in English (unless agreed otherwise).

We may also, on occasion, advise on other financial products which are not regulated by the FCA under the Financial Services and Markets Act 2000. The Financial Services Compensation Scheme does not apply to any of these products.

Under the terms of this agreement, we may, if appropriate, advise you on investments which are not readily realisable. We would draw your attention to the risks associated with these investments as there is a restricted market for them. In some circumstances it may therefore not be possible to deal in the investment or obtain reliable information about its value.

Our Ethical Policy

We are committed to providing the highest standard of financial advice and service possible. The interest of our clients is paramount to us and to achieve this we have designed our systems and procedures to place you at the heart of our business. In doing so, we will:

- Be open, honest and transparent in the way we deal with you;
- Not place our interests above yours;
- Communicate clearly, promptly and without jargon;
- Seek your views and perception of our dealings with you to ensure it meets your expectations or to identify any improvements required.

Our Investment Services and Costs

We provide you with an initial meeting / consultation free of charge. This helps us to understand your financial objectives and will confirm how we can support you in working towards these. We will also discuss the cost, and levels, of our services both initially and throughout our relationship with you.

We charge our services by way of a fee. These fees are on a fixed fee basis on the implementation and a percentage amount of the investment for the ongoing service.

Initial Meeting

No charge for this service.

Implementation Fee

Our charging structure is the following:

From £250	Mortgages
From £500	Equity Release
From £750	Regular contributions investments
From £750	Lump sums and transfers
From £1,500	Pension transfers & drawdown

**Mortgage Advice Fee is payable on advance at the stage of application and is refunded if we cannot place the mortgage.*

Ongoing Management (Annual Service Fee)

Our on-going service charging costs are 1% per annum and are based on the value of your investment(s) and are paid monthly via the product provider or annually in advance as a one off payment. It should be noted that if you choose any of our ongoing management services they are subject to a minimum fee per annum.

Transactional only	£0
Level 1	£0
Level 2	£1,000
Level 3	£5,000

We must receive full payment of the invoice amount immediately at issue unless you have elected for our fee to be deducted from your investment.

Financial Review and Recommendation

This can be a continuation from the initial discussion, where agreed, or a further appointment.

This process covers the:

- Gathering of information about your existing financial arrangements and full personal circumstances;
- Understanding of your investment knowledge and attitude and tolerance towards investment risk;
- Recommendation of an asset allocation model that matches your risk profile and the subsequent assessment and suitability of any existing holdings;
- Preparation of our recommendations to you;
- Arranging a second appointment to explain and discuss our recommendations in detail.

To assist us with the delivery of our Investment Services we use a system called Dynamic Planner by Distribution Technology. Distribution Technology is the UK's leading provider of financial planning and sales technology and has an excellent reputation for market-leading advice technology. Distribution Technology has appeared in the annual Tech Track Top 100 ratings in September 2009. Their tool allows us to analyse our clients' attitude to risk using a range of psychometric questionnaires, and providing clients with a view of the consequences of their decision through the production of expected gains and losses based upon clients' risk choices.

Policy Arrangement and Implementation – Lump Sum Investments or Transfer

Should you instruct us to proceed with any of our recommendations we will act for you in the following ways:

- Handle all fund and policy administration on your behalf;
- Provide regular updates to keep you informed of progress;
- Ensure all your documents are issued in line with your expectations;
- Provide confirmation of all actions taken on your behalf in writing.

We will issue an invoice at the application stage of your investment plan going live, which can either be paid directly by you or deducted from your investment. We must receive full payment of the invoice immediately unless you have elected for our fee to be deducted from your investment.

This payment can either be taken from your investment upon receipt by the policy provider or paid directly by you.

Example 1:

If we arrange investments on your behalf totalling £10,000 our Implementation fee would be a single fee of £500 to set up the portfolio and £100 per year for annual service fee.

Example 2:

If we arrange investments on your behalf totalling £100,000 our Implementation fee would be a single fee of £500 to set up the portfolio and £1,000 per year for annual service fee.

Policy Arrangement and Implementation

– Regular Contribution Savings or Investments

Our charge for implementing a regular contribution savings or investment plan is from £750 and we will issue an invoice at the application stage of your investment plan going live.

You can pay this directly on receipt of the invoice and payment must be made in full immediately.

Ongoing Reviews and Changes to Existing Investments

We will discuss the full range of our on-going services during our initial consultation. These services include, but are not limited to, providing you with:

- Structured reviews to give you peace of mind;
- An assessment of your circumstances and any changes to your plans that are needed;
- Regular updates and information regarding your holdings;
- A choice of differing levels of support depending on your needs;
- Ongoing support with correspondence and administration issues.

Details of these different levels of services are contained in our Service Proposition document. We will agree separately the level of on-going services at the time of, or prior to, making our recommendation(s) to you.

Should you decide to cancel our agreement to provide on-going services you must provide written confirmation of your decision and we will cease payments for these services within 7 business days and after collection of any due proportion of any period charges.

Our General Insurance and Protection Services and Costs

Similar to our investment services above, we will provide you with a personal and financial review prior to making our recommendation(s) to you. Should you accept our recommendation(s) we will arrange the implementation of this/these for you. The reasons for our recommendations will also be provided to you in a written report.

We do not charge a fee for our General Insurance and Protection services as we will normally receive commission from the policy provider. You will not be subject to VAT for this service.

VAT

Under current legislation our services are not subject to VAT but should this change in future, and where VAT becomes due, we will notify you before conducting any further work.

Cancellation rights

In most cases you can exercise a right to cancel by withdrawing from the contract. In general terms you will normally have a 30 day cancellation period for a life, pure protection, payment protection or pension policy and a 14 day cancellation period for all other policies.

For pure protection policies the start of the cancellation period will normally begin when you are informed that the contract has been concluded or, if later, when you have received the contractual terms and conditions. In other cases, the cancellation period will begin on the day the contract is concluded or, if later, the day on which you receive the contractual terms and conditions. Instructions for exercising the right to cancel, if applicable, will be contained in the relevant product disclosure information which will be issued to you.

If you cancel a single premium contract, you may be required to pay for any loss you might reasonably incur in cancelling it which is caused by market movements. This means that, in certain circumstances, you might not get back the full amount you invested if you cancel the policy.

Client money

Fortuna Financial Planning Limited is not permitted to handle client money and we cannot accept a cheque made out to us (unless it is in respect of an item for which we have sent you an invoice) or handle cash.

Documentation

We will endeavour to make arrangements for all your investments to be registered in your name unless you first instruct us otherwise in writing. All policy documents will be forwarded to you as soon as practicable after we receive them. If there are a number of documents relating to a series of transactions, we will normally hold each document until the series is complete and then forward them to you.

Instructions

We prefer our clients to give us instructions in writing, to aid clarification and avoid future misunderstandings. We will, however, accept oral instructions provided they are confirmed in writing.

Material Interest

We will act honestly, fairly and professionally known as conducting business in 'Client's best interest' regulations. Occasionally situations may arise where we or one of our other clients have some form of interest in business transacted for you. If this happens or we become aware that our interests or those of one of our other clients conflict with your interest, we will write to you and obtain your consent before we carry out your instructions, and detail the steps we will take to ensure fair treatment.

In accordance with the rules of our regulator, The Financial Conduct Authority, we are prohibited from accepting any payment (commission or other non-monetary benefits) which is likely to conflict with the duty of the firm to its clients.

Complaints

If you wish to register a complaint, please write to Fortuna Financial Planning Limited, 26 York Street, Marylebone, London W1U 6PZ or telephone 01992 503 410.

A summary of our internal complaints handling procedures for the reasonable and prompt handling of complaints is available on request and if you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service at <http://www.financial-ombudsman.org.uk> or by contacting them on 0800 023 4 567.

Compensation Scheme

If you make a complaint and we are unable to meet our liabilities, you may be entitled to compensation from the Financial Services Compensation Scheme. Further information about the limits applicable to the different product types is available from the FSCS at <http://www.fscs.org.uk/what-we-cover/products>

Data Protection

The information you have provided is subject to the Data Protection Act 1998 (the "Act"). By signing this document you consent to us or any company associated with us for processing, both manually and by electronic means, your personal data for the purposes of providing advice, administration and management.

"Processing" includes obtaining, recording or holding information or data, transferring it to other companies associated with us, product providers, the FCA or any other statutory, governmental or regulatory body for legitimate purposes including, where relevant, to solicitors and/or other debt collection agencies for debt collection purposes and carrying out operations on the information or data.

In order to provide services to you we may be required to pass your personal information to parties located outside of the European Economic Area (EEA) in countries that do not have Data Protection Laws equivalent to those in the UK. Where this is the case we will take reasonable steps to ensure the privacy of your information.

We may also contact you or pass your details to other companies associated with us to contact you (including by telephone) with details of any other similar products, promotions, or for related marketing purposes in which we think you may be interested.

The information provided may also contain sensitive personal data for the purposes of the Act, being information as to your physical or mental health or condition; the committing or alleged committing of any offence by you; any proceedings for an offence committed or alleged to have been committed by you, including the outcome or sentence in such proceedings; your political opinions; religious or similar beliefs; sexual life; or your membership of a Trade Union.

If at any time you wish us or any company associated with us to cease processing your personal data or sensitive personal data, or contacting you for marketing purposes, please contact:

The Data Protection Officer on 01992 503410 or in writing at 26 York Street, Marylebone, London W1U 6PZ.

You may be assured that we and any company associated with us will treat all personal data and sensitive personal data as confidential and will not process it other than for a legitimate purpose. Steps will be taken to ensure that the information is accurate, kept up to date and not kept for longer than is necessary. Measures will also be taken to safeguard against unauthorised or unlawful processing and accidental loss or destruction or damage to the data.

Subject to certain exceptions, you are entitled to have access to your personal and sensitive personal data held by us. You may be charged a fee (subject to the statutory maximum) for supplying you with such data.

Anti-money laundering

(Client Verification)

We are required by the anti-money laundering regulations to verify the identity of our clients, to obtain information as to the purpose and nature of the business which we conduct on their behalf, and to ensure that the information we hold is up-to-date. For this purpose we may use electronic identity verification systems and we may conduct these checks from time to time throughout our relationship, not just at the beginning.

Law

This client agreement is governed and shall be construed in accordance with English Law and the parties shall submit to the exclusive jurisdiction of the English Courts.

Force Majeure

Fortuna Financial Planning Limited shall not be in breach of this Agreement and shall not incur any liability to you if there is any failure to perform its duties due to any circumstances reasonably beyond its control.

Termination

The authority to act on your behalf may be terminated at any time without penalty by either party giving seven days notice in writing to that effect to the other, but without prejudice to the completion of transactions already initiated. Any transactions effected before termination and a due proportion of any period charges for services shall be settled to that date.

Mortgage and Insurance Services and Costs

Mortgages

We are independent mortgage advisers and we will recommend a mortgage product that is suitable for you following an assessment of your personal needs and circumstances. This will include a detailed assessment of affordability.

We will consider all products and lenders that we have access to. This means we will not consider those lenders that are only available by you going direct to them.

Where you are increasing your borrowing we will consider the merits of both a new first charge mortgage and securing this by an additional mortgage on a second charge basis. You may have the option of a further advance from your existing lender, however, we will only consider this where we are able to deal directly with the lender on your behalf.

It may be in your best interests to explore this option and look at the further alternative of an unsecured loan, as these may be more appropriate for you.

Insurances

Non-investment protection contracts - we offer noninvestment protection e.g term assurance, income protection and critical illness from a range of insurers. We will provide you with advice and arrange the contract on your behalf after an assessment of your personal needs circumstances

General Insurance Contracts - we offer buildings & contents insurance, accident, sickness and unemployment (ASU), Private medical Insurance and Income Protection from a range of insurers. We will provide you with advice and arrange the contract on your behalf after we have assessed your demands and needs for a particular type of insurance

The Costs of our Service

We charge a fee from £250 (Subject to case basis) for providing advice and submitting your mortgage application. This fee becomes payable on application.

We will receive and retain a commission from the lender when your mortgage completes. This amount will be confirmed by the lender in their disclosure document.

Should you wish you can request to view the commission rates from each of the lenders we have considered at the time that we make our recommendation to you.

Refund of fees

Please note our fee will still be charged should the lender reject your mortgage application due to you not disclosing any material information about your personal situation. It should also be noted we do not provide a refund should you decide not to proceed with the mortgage loan after we have made a recommendation to you.

Non-Investment Protection and General Insurance Contracts

We do not charge a fee as we will receive commission from the provider after the policy has been placed on risk.

Cancellation rights

Certain protection and insurance contracts allow you the right to cancel after a contract has been put in force. Prior to you entering into a contract of protection or insurance we will provide you with specific details should this apply to include: its duration; conditions, practical instructions and any costs for exercising it, together with the consequences of not exercising it.

Instructions

We prefer our clients to give us instructions in writing, to aid clarification and to avoid future misunderstandings, this includes e mails. We will, however, accept oral instructions provided they are confirmed in writing.

Confirmation

Service Proposition & Client Agreement declaration

Declaration

This is our standard client agreement upon which we intend to rely. For your own benefit and protection you should read these terms carefully before signing them. If you do not understand any point please ask for further information.

☐

Please tick this box if you do not consent to us or any company associated with us processing any such sensitive data.

☐

Please tick this box if you do not wish for us or any company associated with us to contact you for marketing purposes by e-mail, telephone, post or SMS.

I/We are aware of the costs of the Financial Review and Recommendation(s), and where appropriate, the Policy Arrangement and Implementation services and agree to the method and timing of these.

My/Our preferred method of paying these costs is (please tick as appropriate)

where possible

☐

By deduction from the policy

You should note that when paid through the investments it may reduce your personal tax thresholds and/or exemption levels. Where this happens we will discuss it with you and confirm it in your personal recommendation report.

☐

By direct payment

NB: In relation to your chosen level of ongoing service this will be agreed separately within our Service Proposition document.

☐

No fee's apply

No advice fee is being charged for this service.

Client Name (s)

Adviser

Client signature (s)

Signature

Date

Date of issue