

Welcome To



SOUTH EAST
WEALTH

This pack contains essential initial information for
anyone seeking financial planning advice from
South East Wealth Management.

South East Wealth Management
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Springhead Rd, Northfleet, DA11 8HN

South East Wealth Management Ltd. is an appointed representative of ValidPath Ltd, which is authorised and regulated by the Financial Conduct Authority. Registered in England No 10945012, Registered Address Springhead Rd, Northfleet, DA11 8HN

As this is your first meeting with South East Wealth, we want you to have a clear idea of what is involved in the process of seeking and obtaining financial advice. This document is intended to provide you with a broad agenda which we hope you will find helpful.

First Meeting Agenda

	Agenda Item	Description	✓
①	Initial regulatory disclosures	The Financial Conduct Authority requires us to give all new clients the following: 1. KeyFacts Guide to Services & Costs – a description of our services and the fees associated with our advice service (according to FCA standards).	
②	Learning more about you	What are your main concerns about your present financial or investment circumstances?	
③	Who is South East Wealth?	We'll introduce you to how South East Wealth works. Since we have so few competitors in the UK, many people are unaccustomed to how financial services can assist them.	
④	The FactFind!	Clients <i>can</i> access our services on the basis of providing minimal detail regarding their financial circumstances, but the reality is that if you want good-quality advice, we need sufficient (relevant) good-quality information about you. Please help us with this step!	
⑤	Letters of Authority	If you wish us to analyse your existing pensions or investments, we'll need your written permission, so your investment provider can release current information about your investments to us.	
⑥	Retail Client Agreement	We will provide you with a retail client agreement which will outline the specific services we are to provide you, the duties we must obey, and the fees associated with providing you this advice.	
⑦	What Next?	We will follow up our first meeting with a confirmatory letter setting out, clearly, exactly what we'll be doing for you, and how you will be paying for the service. At that point, you can make any changes that you deem appropriate.	

Your first meeting – Things to Bring

At South East Wealth we provide holistic advice to all our clients. What this means is we look at your entire financial life to provide you with an assessment of what your financial future may look like. This allows us to provide advice to help you make adjustments years in advance in order to reach your goals.

With this in mind, at your first meeting we need you to provide the following information:

1. A valid driver's license or passport (to satisfy EU money laundering laws – see page 5)
2. The most recent account statements for pensions, ISA, or other investment accounts that you can find.
3. Fill out and bring 'Your Monthly Budget' & 'Your Financial Objectives'

We appreciate that this is only a first meeting and you may not wish to introduce us to all your financial and investment documentation. In all fairness it *can* wait, however in the interest of efficiency, we've highlighted these matters at an early stage. We believe that for us to give you accurate and reliable advice, experience tells us that knowing the details are what will help us help you in the years to come.

Your Monthly Budget

Area of Income/Expenditure	Amount
Net Income (A)	£
Rent (if applicable)	£
Council Tax	£
Utility Bills	£
Telephone	£
Housekeeping	£
Car Insurance	£
Car petrol	£
Building & Contents Insurance	£
Protection Premiums	£
Pension Contributions	£
Regular savings Contributions	£
Maintenance/Alimony/Legal Fees	£
Other (Loans, Hobbies)	£
Total (B)	£
Surplus (A – B)	£

Your Financial Objectives

A key to effective financial planning is to identify your personal objectives so that we can help you devise strategies to achieve them. Please indicate the relevant importance of the following needs/objectives on a scale of 1 to 5.

1 – Very Important 5 – Of Little Importance

OBJECTIVE	PRIORITY
Increase my net spendable income	
Improve my quality of life	
Save tax (including income tax, capital gains tax & IHT)	
Increase the return on my investments	
Save money by using it effectively	
Increase my anticipated income in retirement	
Gain peace of mind by feeling financially comfortable	
Reduce paperwork	
Improve my understanding of my present & future pension benefits	
Increase my current financial security	
Reduce the amount of time I spend worrying about my financial affairs	
Achieve financial independence	
Safeguard my family and dependants	
Improve the organisation of my affairs	
Increase my financial awareness	
Reduce personal, business and investment risks	
Enhance my family's security by having my Will drafted	
Other	
Questions you'd like to ask:	

Client Factsheet – EU Anti-Money Laundering Regulations

In August 2006, the EU ‘Anti Money Laundering’ regulations were revised, and this has inevitably had a practical impact on the way we have to deal with our clients.

South East Wealth Management are required to carry out certain basic ‘Identity Verification’ procedures in respect of all of our clients - both individual and corporate.

Since this is now a legal requirement, we would be grateful for your full cooperation, and the purpose of this factsheet is to explain what is needed.

Where you are existing clients of ours, or particularly where we have known you for some time, please bear with us - the fact that we have to follow these rules does not imply that we doubt what you have told us about your background!

The following table summarises the types of documentation we need to have sight of for individual clients - we would value your assistance in getting items ready for us to copy for our records.

PHOTO-BASED EVIDENCE	or	NON PHOTO-BASED EVIDENCE
Valid passport		Valid old-style full UK driving licence
Valid photocard driving licence (full or provisional)		Recent evidence of entitlement to a state or local authority-funded benefit
National identity card (non-UK nationals)		<i>Supported by...</i>
Firearms certificate or shotgun licence		Instrument of a court appointment (such as liquidator, or grant of probate)
Identity card issued by Electoral Office for Northern Ireland		Current Council Tax demand letter or statement
		Current bank statements, or credit/debit card statements, issued by a regulated financial sector firm in the UK or EU (<u>not</u> internet printouts)
		Utility bills (<u>not</u> internet printouts)
		A record of our visit to your home

Thank you for your help!

About this Welcome Pack

You may already be aware that the financial services profession is highly-regulated and often extremely bureaucratic. Whilst all this regulation is there for a perfectly valid purpose, frequently we find that the paperwork and procedures appear perplexing to our clients. We have therefore attempted to demystify things by organising the essential ingredients into this 'Welcome Pack', and by providing some supplementary information.

We hope you find this helpful!

About South East Wealth Management

In the following notes, we set out a summary of our firm, its background, its personnel and its services.

Our history

South East Wealth Management was founded by Martin Knapp, primarily to serve the private financial needs of business owners throughout Kent, Sussex & Surrey. We specialize in assisting individuals with their ongoing financial planning & investment needs to accomplish their lifestyle goals.

Our personnel

Martin Knapp – Director

Martin Knapp – IFA

Tamsin Dale – Administrator

Heidi Mortlock - Administrator

What we are

We are 'Independent Financial Advisers' (IFAs). In practice, this means two things:

1. our remuneration (the way we charge for services) is not linked to any one company. We are a fee-based advisor and do not receive commission for recommending investment products. (See the 'KeyFacts about our services and costs' document for our fee schedule). We will discuss this issue with you in full *before* commencing work.
2. we have no ties to any one product-provider (eg. insurance companies), or indeed to any limited group of companies, when it comes to recommending financial products. This means that we can provide you with genuine 'whole of market' advice, embracing all insurers and investment providers in the UK. In practice, your circumstances or requirements may involve a restricted choice of product-provider – and where this is necessary, we'll tell you.

The types of service we offer

- assistance with specific individual areas of need (eg. Individual investments, set up a pension).
- reviews of existing arrangements/policies (eg. portfolio review, pension fund risk assessment).
- broader-based planning (eg. a holistic review of your financial circumstances & assessment of progress towards achieving objectives).
- more complex tax-planning exercises (eg. to assist in reducing Inheritance Tax liabilities).
- services aimed at clients entering a particular phase in life (eg. the restructuring of pensions and investments for retired individuals).
- non-transactional services (eg. help in organising your affairs, Will-Planning etc).

The things that make us stand out

- we do not charge for the first meeting with a new client.
- we will agree your priorities for attention and confirm our remuneration basis *before* we commence work for you.
- due to our accountancy connections, we place a strong emphasis on tax-planning (it's not what you *earn*, but what you *keep* that matters).
- our internal disciplines and procedures are focused on minimising *risk* for our clients. This is evident in our approach to product selection and portfolio construction.
- we simply do not believe most of the product-provider hype. This means that we frequently talk our clients *out* of buying products where we feel the reality does not live up to the marketing.
- we believe that our clients *deserve* genuinely independent financial service. Many competitor firms pay lip-service to the concept of 'independent' financial advice by using restrictive panels of product-providers. We believe that 'independent advice' requires a whole-of-market approach.

We hope that this provides you with sufficient information to have a 'picture' of what we are like as a firm of Independent Financial Advisers – but if you have any further questions, please contact us on 0333 200 7476.

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