

# Fair Value Assessment

# About Us

## Introduction

This document is aimed at providing you with a brief overview of our firm and to introduce our services.

Based in Woburn Sands, Milton Keynes, Eden Financial & Wealth Management – Independent Financial Advisers are now firmly positioned as a premier local provider of independent financial advice to both private and corporate clients.

We understand the retirement, investment, protection and mortgage decisions you make will have significant and life-changing consequences. It is therefore essential that you seek professional independent financial advice from people you can trust.

## The Value of our Service

<b>Best Practice Member Firm Business / Directly Authorised</b>	
<p>Being an Appointed Representative of Best Practice – a “Member Firm”.</p> <p>Why did we choose Best Practice to work with?</p> <p>How does working with Benchmark benefit our clients?</p>	<ul style="list-style-type: none"> <li>• Best Practice provide an institutional regulatory supervision and compliance framework service which provides us with a high level of regulatory assurance and leading-edge client management systems.</li> <li>• This high quality and financially sound organisation ultimately provide us with a high level of assurance and comfort around the regulatory framework of the proposition and services we deliver to you, our clients.</li> <li>• By leveraging the quality and services of an organisation like Benchmark, a Schroders plc group company, we have comfort that we will remain at the leading edge of our profession, ensuring we maintain a “Best Practice” approach to serving our clients. Many of the benefits we derive, we see as having direct value add relevance for our clients, including:               <ul style="list-style-type: none"> <li>➢ The provision of an independent complaints handling process for all of our clients,</li> <li>➢ enhanced professional indemnity insurance</li> <li>➢ integrated client technology systems, including the Wealth Platform</li> <li>➢ independent compliance supervision of our advisers and the suitability of our client advice.</li> </ul> </li> </ul>

<b>Your Proposition – Initial Advice (Onboarding)</b>	
<p>What is your initial advice process and what value will your clients derive from this?</p>	<p><b><u>Initial Advice</u></b></p> <ul style="list-style-type: none"> <li>➢ Full get you know you meeting</li> <li>➢ Issue service charter including offering of how we add value</li> <li>➢ Establish your goals and objectives / needs and wants</li> <li>➢ Establish your priorities</li> <li>➢ Establish your attitude to risk and capacity for loss</li> <li>➢ Analysis of existing planning</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Identifying gaps or improvements within existing planning</li> <li>➤ Research of potential solutions</li> <li>➤ Construct a holistic financial plan</li> <li>➤ Write a detailed report summarising existing circumstances and recommendations</li> <li>➤ Meet to discuss the financial plan and recommendations with benefits to the client</li> <li>➤ Agree implementation</li> </ul>
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**Advisory Services - Annual Review Service**

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"> <li>• For us and our clients, this is an integral part of the financial planning journey and our annual ongoing advisory service. It gives us an opportunity to sit down with you and your family, to reflect on the past year and to look forward and consider what might be on the horizon for you in the coming years. To give you reassurance and peace of mind about how your investments are tracking against your goals and to review our plans in the context of any changing circumstances in your life, new goals, or changes in your objectives.</li> <li>• We consider the outlook for markets and the economic landscape and changing tax regulations which might impact on your current plans. We make sure everything we are doing remains suitable and is aimed at helping you and your family to achieve your goals</li> <li>• An opportunity to think about the coming years, plans for your family, begin to consider key life stages and events and how we might need to adapt our plans for them.</li> <li>• Ensures your current position is still appropriate for you</li> <li>• We also offer continual guidance at this stage including top ups to existing investments and pensions.</li> </ul>
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**Advisory Services - Annual Review Service with Cash Flow Planning / Forecasting**

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"> <li>• For clients with more complex plans this helps us to show you visually how your plan has been set up to meet your objectives.</li> <li>• The cash flow forecasting provides a visual illustration of how a client’s investments and wealth will move over time in relation to the financial plans that we formulate to meet their goals. This gives clients considerable comfort knowing that there is some mathematical rigour to our advice and how it will help them to meet their goals.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Cash flow planning allows us to scenario test your plans against historical market events and simulate how our clients' goals could be impacted by these types of events. It allows us to show how risk events might impact portfolios. It's a really great way to help you understand more about investment risks and how it translates to the plans you have in place. It helps you to feel more informed and comfortable about your plans.</li> </ul>
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**Advisory Services – Family Protection Planning**

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"> <li>• It may be an uncomfortable subject but we all need to plan for the unforeseen in life and how this would impact ourselves and our family. We can help you to consider different scenarios which could occur and identify if there are any shortfalls in your protection planning. We can explain what options you have to address these shortfalls and how they would ensure you and your family are able to maintain your lifestyle and still meet your longer-term financial goals, in the event of ill health or death.</li> <li>• Access to professional tools and paraplanning resources/staff to conduct analysis and research to find the best/most suitable product. Use of trusts to provide ease of access, control etc.</li> </ul>
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**Advisory Services – Holistic Financial Planning**

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"> <li>• It is not just about monetary goals; this is about life and family and a consultative approach. This enables us to help clients to think about things they may not have considered and how plans can work together to create a cohesive timeline of advice.</li> </ul>
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**Advisory Services – IHT and Estate Planning**

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"> <li>• We work with your other professionals who have a deep knowledge and understanding of HMRC tax rules in relation to clients and their estate's assets. We can help to understand the value of future liabilities and design and implement strategies to reduce this burden, often saving clients thousands of pounds in potential tax charges. This provides real value and peace of mind that your loved ones will be looked after when they are gone.</li> </ul>
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### Advisory Services – Retirement Planning

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"><li>• A key life phase. This is an area of planning which deserves significant time in reviewing for our clients each year. Often in the background, checking on progress of plans and investments you have made to fund your life in retirement. Adapting to market swings and modelling various impact scenarios. Retirement planning is one of the most valuable services we provide our clients.</li><li>• A significant proportion of our clients are currently in retirement, following our advice and drawing on their assets to live a stress-free life in retirement. Our retirement planning takes the worry away from our clients</li></ul>
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### Advisory Services – Mortgages

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"><li>• Whether you are buying your first home, taking a step up to a larger property or looking to release money for home improvements, we can help you to understand your options and find the best deal to suit your needs.</li><li>• The mortgage process can seem daunting but with our expert advice, we can guide you through the property buying process. With access to the whole of the market for mortgage lenders, we can source the best deals for you, taking into account your budget, term and preferences.</li></ul>
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### Advisory Services – Equity Release

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"><li>• Equity release can be a valuable source of financial planning for clients aged 55 and over. It is not something to enter into lightly and with our experience and expert advice, we will ensure you fully understand your options and that any advice to release equity from your home is suitable for your circumstances and needs. There may be other options to consider before taking this step and we will ensure these are understood before you make any decision about an equity release loan.</li></ul>
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### Advisory Services – Long Term Care

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"> <li>• Long Term Care can be a complex, emotional and difficult topic. Whether thinking about yourself or exploring options on behalf of a loved one, we will simplify and explain all the options available and how best to plan for them.</li> <li>• Include if appropriate - Our specialist advisers have been through rigorous training with the Society of Later Life Advisers, SOLLA, and maintain active membership of the organisation which helps people and their families find trustworthy advisers who understand financial needs in Later Life.</li> </ul>
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**Advisory Services – Tax Efficiency**

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"> <li>• Making sure we consider tax reliefs and allowances, enables clients to maximise their after-tax wealth. If you don't take advantage of annual tax reliefs, then you could quite literally be paying more tax than you need to. We can evidence the amount you have potentially saved through our planning.</li> </ul>
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**Advisory Services – Market and Product Research and Analysis**

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"> <li>• To recommend the most suitable solutions for our clients, we use professional tools to conduct research and analysis of provider and product solutions. This ensures we can make recommendations to best meet your needs and goals.</li> <li>• Some of the tools we may use include SelectaPension (for individual pension and investment research), Trustnet for fund research, Morningstar for MPS research, Langcat for platform research, Voyant for cashflow modelling, Assureweb for protection research, Iress for mortgage sourcing</li> </ul>
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### Advisory Services – Corporate Services

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"><li>• Corporate Pension Services (including advising on Salary Sacrifice arrangements), Employee benefits (i.e. Private Medical Insurance), Life cover arrangements and employee workshops. Many of these will enable a corporate client to benefit from Corporation Tax Relief at some point along with having engaged staff who can feel more confident in their personal finances and how their employer is helping them achieve their financial goals.</li><li>• Financial wellbeing and associated evidence demonstrates links to corporate bottom line – reduction in absenteeism, happy workforce tends to be more productive</li></ul>
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### Advisory Services – Advice for Entrepreneurial Families

<p>What advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<ul style="list-style-type: none"><li>• Business advice – key man insurance / shareholder protection planning – highlighting the value which can be added through these products.</li><li>• Relevant life for Directors and the value which can be added i.e. tax efficiency / business deductible expense / savings can be illustrated in £'s and pence and can be significant.</li><li>• Referrals to professional services - Leveraging years of experience cultivating trust-based relationships with professional services firms, particularly solicitors and accountants.</li></ul>
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### Non-advisory Services – Other services

<p>What non-advisory services do you deliver as a Financial Planning Firm and what do you feel is the value your clients derive from each of these services?</p>	<p><b><u>Life Goals Planning</u></b></p> <ul style="list-style-type: none"><li>• To help clients consider their short / medium / long term goals in life and provide financial solutions to help them in their plans to achieve these goals.</li></ul> <p><b><u>Financial Coaching</u></b></p> <ul style="list-style-type: none"><li>• Financial Coaching can add value at various times throughout the financial planning journey and help you to make considered financial decisions.</li><li>• Amounts to invest to meet your goals</li><li>• How and when to release capital or take income</li><li>• Reassurance in volatile market conditions</li><li>• Understand how markets work and the journey you can expect</li><li>• Understanding legislation and tax changes</li><li>• Financial coaching – professional sense check – behavioural guidance - we help to take the emotion out of financial decision making and helping clients avoid falling into common mistakes.</li></ul>
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	<p><b><u>Education Planning</u></b></p> <ul style="list-style-type: none"> <li>• Many clients want to support their children through university and we can help you put in place a financial plan to meet these costs in full or in part. This will provide you with the knowledge and peace of mind that this very important goal is in hand and will be reviewed year on year to make sure you are on track.</li> </ul> <p><b><u>Maintaining professional competency - Annual CPD</u></b></p> <ul style="list-style-type: none"> <li>• As a Financial Planner, each year we evidence the learning activities we have completed to maintain competence in our role and improve our knowledge This allows us to continue providing suitable and up to date advice to our clients, year on year</li> </ul>
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**Your Firm's Investment Proposition (and Philosophy)**

<p>What is your investment proposition how does it add value to your clients?</p>	<p><b><u>Philosophy and Investment Research Methodology</u></b></p> <ul style="list-style-type: none"> <li>• Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs. We choose to outsource investment management to professional money managers. Our skill is in selecting which ones to blend together to build portfolios aimed at meeting your goals. We have the time and professional skillset to monitor your investments and the investment managers. To make sure we stay on track to meet your goals. We tend to your investments while you give all the other things in life your full attention.</li> <li>• We adopt a blend of active and passive investment management strategies in our client solutions because we believe that we cannot second guess the market and there may be opportunities for profits but investment managers are far better placed to seek these out</li> <li>• We use IA Sector benchmarks as a measure of market performance</li> <li>• Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs.</li> <li>• This ultimately gives our clients great comfort that their investments are being managed by investment professionals and their financial plans are being looked after by highly qualified financial planning professionals. This is the value that a relationship with our firm provides. It's what our clients pay for.</li> </ul>
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Technology	
<p>What technology do you use and how does this add value to the client?</p>	<ul style="list-style-type: none"> <li>• One of the reasons we chose to work with Benchmark, was their technology. Something they have won numerous awards for. Ultimately backed by Schrodgers, we have every confidence that the security of our client's information within Benchmark's client management technology systems, is in very safe hands. This decision is something we know our clients expect us to get right. It's incredibly important to them and a reason they feel safe working with us.</li> <li>• Our client management systems create adviser efficiency – by the adviser being more efficient, they can spend more time keeping up to date and ensuring that their concentration is on the client and not the paperwork any request may generate.</li> <li>• Client technology such as access to our online Wealth Platform. This enables clients to see all their plans managed by their adviser and not. Secure message will be implemented once this is fully integrated. This also enables clients to have access to all of their policy documents in one place making the client experience much smoother for simple admin tasks</li> </ul>

Your Staff / Adviser Training and Development Programmes	
<p>What staff / adviser training do you have in place and how does this add value to the client?</p>	<ul style="list-style-type: none"> <li>• All advisers are minimum of DipFA/DipPFS. Admin staff are encouraged to take professional qualifications too. We hold monthly meetings with training and updates. We have providers drop in typically on team meeting days with CPD on various products and topics. We also hold ad hoc training with any staff for deeper understanding in any segment they feel they are not fully engaged with. All of this means that staff are more confident and better equipped to deal with client queries.</li> <li>• We have also made it clear that all staff can question advice where they feel it necessary; this ensures the advisers are clear in why they do what they do plus give the opportunity to make sure nothing is missed in a clients financial plan.</li> <li>• BP annual assessments with minimum pass levels to be met</li> <li>• Training and mentoring within Enable and online / back office systems</li> <li>• CPD programmes – maintaining professional knowledge, regulatory and tax change / updates / implications to client solutions.</li> </ul>

## General Value Statements - Working with your Firm / a Financial Adviser – Tangible and Intangible Benefits

General value adding statements	<ul style="list-style-type: none"><li>• Working with a professional financial planner provides expertise and peace of mind</li><li>• We build multi decade trust-based relationships with our clients. We get to know what really matters most to them and their families. What they are trying to achieve in life and help them to achieve it.</li><li>• Our relationships are often the longest standing relationships our clients have. They lean on us for so much more than the financial plans we cultivate and manage for them. This doesn't happen without trust.</li><li>• We limit all marketing communications to clients with the exceptions of large market shocks plus a bi-monthly magazine to all who wish (subject to joining the mailing list). The large market shocks gives peace of mind that we are actively watching your portfolio and have providers on hand to help provide commentary on any issues arising. The bi-monthly magazine helps you stay up to date with any overarching financial matters and may spur you to bring other ideas to your next meeting with us</li></ul>
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### Summary

In summary, Eden go above and beyond to give you the best chance to meet your financial goals. Whilst financial planning cannot guarantee success but by employing Eden you are engaging with a firm that has a vast wealth of experience giving you the best chance to achieve financial success.