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Services & Costs

Client Service Proposition

Our company culture is to provide our clients with a high level of service, both initially and on an ongoing basis.

We believe you will have the peace of mind, security and confidence from the knowledge that your financial plans are being professionally reviewed.

Our initial client meeting which generally lasts up to 1 hour, is free. At the meeting we will introduce our company and our standards. We will also explain how we are paid for the work that we do, and the service that we provide. Of equal importance, the meeting also gives you the opportunity to tell us in general terms what you expect from us.

Our Advice Process

Initial Meeting

We offer you an initial meeting to understand you goals, needs and objectives.

Analysis of Objectives & Attitude to Risk

Your financial objectives will be reviewed and agreed on an individual basis. We will undertake a questionnaire to establish your tolerance to risk.

Research & Strategic Advice

We will carry out independent research based on a comprehensive and fair analysis of the market. We will construct a financial plan outlining the way forward and the action required.

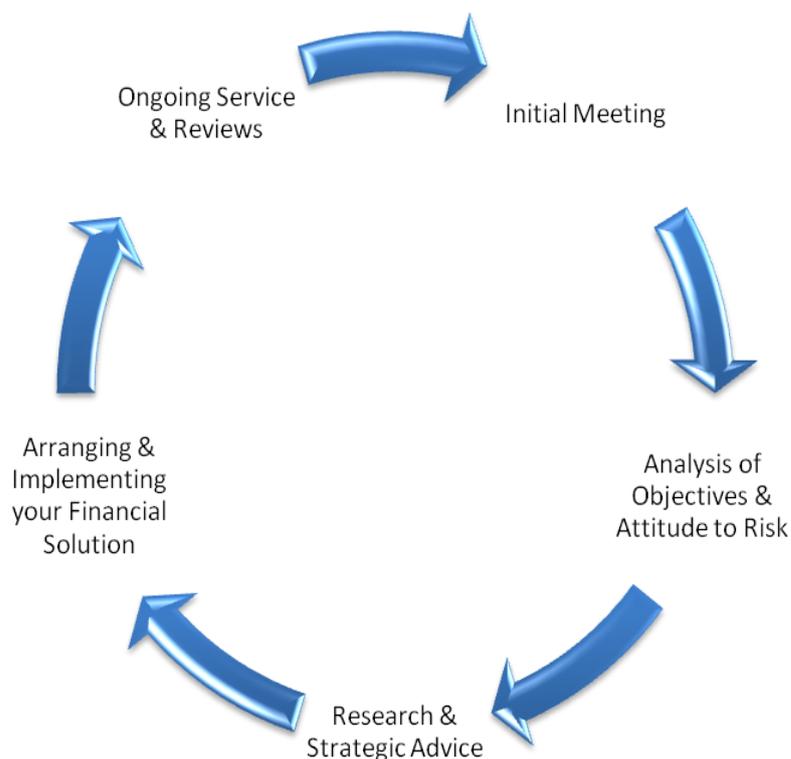
Arranging & Implementing your Financial Solution

Once we have agreed your financial plan we will implement the recommendations should you wish to proceed.

Ongoing Service & Reviews

Following the implementation of your financial plan and investment portfolio, we recommend that both are reviewed regularly to ensure that they continue to meet your objectives.

**Authorised and regulated by the Financial Conduct Authority FCA Number 214376
Registered in England and Wales 04405679**



Our Service Levels

Alpha Financial Management Limited offers a Transactional Advice Service and an Advice and Review Service (Active Service) and we will agree which level of service is most appropriate to your needs.

If required, we can provide recommendations for you, without any on-going service. This would mean you being classed as a “Transactional” client. Alternatively, you have the option to become an “Active” client, each of which provides a different level of service as detailed below.

Servicing categories:	Active	Transactional
Initial Meeting to Determine Objectives and Needs	✓	✓
Conduct a Full Financial Review	✓	✓
Conduct an Assessment and Explanation of Attitude to Investment Risk	✓	✓
Obtain information on your existing investments or policies	✓	✓
Research Appropriate Solutions	✓	✓
Review your tax status regarding investments	✓	✓
Make Recommendations	✓	✓
Issue Comprehensive Financial Suitability Letter	✓	✓
Administration and Document Processing for Specific Advice	✓	✓
On-going Administration and Document Processing	✓	
On-going Investment Communication	✓	
Re-balancing of portfolios to Benchmark	✓	
Monitoring of investment funds as agreed	✓	
Online access to “Wrap” Platform (where applicable)	✓	

Reasonable on-going Phone and / or Email Support	✓	
Option of Face to Face Review Meetings where appropriate and agreed	✓	
Bi Annual or Annual Portfolio Valuations	✓	
Trust Advice (Where Applicable)	✓	
Referral to other professionals	✓	

Our Costs

Introduction

To ensure that you are always fully aware of our advice costs and how and when you are going to be asked to pay for this, we will always confirm this verbally and in writing asking for your agreement by signing our fee agreement confirming the exact amount and payment method.

Your Payment Options

We offer the option to pay our fee by different methods (see below); we will agree which method of payment is most appropriate to your needs and confirm this to you in our remuneration agreement.

Direct Payment

This is by way of a separate cheque, payable to our firm. Please note if you pay our fee by way of a separate cheque 100% of the investment amount will be invested.

Facilitation

It is possible for you to agree to pay for our advice by way of a deduction of our fee from the investment amount sent to a fund manager or provider prior to its investment. If payment is made via facilitation our fee will be deducted from the investment amount and the remaining funds will be invested.

To facilitate this the provider will need explicit evidence that you have agreed to this method of payment and we shall ask you to confirm this in our fee agreement for onward transmission to the provider.

The cost of our services is the same regardless of the payment method selected.

VAT

Our firm does not charge VAT.

Refund Policy

Please note that if you have paid for our advice by way of a cheque, and you subsequently cancel the policy within the statutory cooling off period, we will not refund.

Implementation Fees

Lump Sum Investments

Alpha Financial Management Limited charge for our initial advice by way of a percentage of the funds invested.

Below is an example of our implementation fee as a percentage of the funds invested.

Lump Sum and Pension Investments/Transfers

Investment Amount	£25,000	£50,000	£100,000	£150,000	£200,000
Our typical charge is up to 3% of the value of investment or pension monies.	£750	£1,500	£3,000	£4,500	£6,000

Annuity Purchase

We charge up to 2% of the sum transferred subject to a minimum fee of £300.

For example:

- If you transfer £10,000, the cost would be £300 (minimum fee).
- If you transfer £50,000, the cost would be £1,000.

Regular Premium Investment

It will always be our policy to provide you with a separate quote for work when considering regular premium investment (excluding phased investment).

It is our company policy to arrange for the Implementation Fee on regular premium investment to be deducted from the total amount collected by the product provider. We will agree this amount and ask you to confirm this, in our Fee Agreement. Alternatively, we may ask for a separate cheque, payable to our firm, dependent on the premium value considered.

Our typical costs are based on the amount of contribution - 3% of the monthly payment for the duration of the contract.

Example of our Regular premium investment fees:

Monthly premium	£50	£75	£150
Monthly fee charged at 3% of the monthly premium would be:	£1.50	£2.25	£4.50

Hourly Rates

All other work that we undertake on your behalf not listed above will be charged on an hourly rate basis. Fees payable will be calculated by taking into account the number of hours required to undertake the work and the hourly rate of the individual carrying out the work.

If work is undertaken purely on an hourly rate basis you may also ask us not to exceed a given amount without checking with you first or we may agree a fixed fee for work undertaken.

Our typical charges are:

Director	£200 per hour
Administration	£75 per hour

All figures quoted are purely for example, the actual fee paid will depend on the complexity of the work undertaken and will be confirmed to you in our fee agreement prior to any work being undertaken.

Non Investment Insurance

Payment can be made by fee, commission or a combination of both. You will receive a Client Specific Illustration which will detail any other fees relating to your particular insurance policy.

Termination of Services (Initial Advice)

You or we may terminate our authority to act on your behalf at any time. You will be liable to pay for any advice or services that you have received prior to the date of termination. This means that where we have agreed the advice and services that we will provide for you and we have agreed to receive payment for these, either by means of a fee for investment business or by receiving commission from a provider for non-investment business you will have to pay us for any work we have completed up to the date of termination.

Ongoing Service Option

Once you have decided to implement your Financial Plan it is recommended to benefit from on-going monitoring and review. Alpha Financial Management Ltd has created services tailored to assist you in achieving your identified goals.

Your prior consent is required for this service. For providing our ongoing review service we charge 1% per annum of your investment or fund value to meet the costs of ongoing policy servicing.

Alpha Financial Management has a minimum Ongoing fee option of £100 per annum.

Our Ongoing Service Charges at a Glance:

Funds Under Management Amount	£50,000	£75,000	£150,000	£250,000
Service (on-going charge) based on a fund value as shown	1% or £500 per annum	1% or £750 per annum	1% or £1,500 per annum	1% or £2,500 per annum

The actual fee charged will vary depending upon how the investment performs and it will increase as the fund grows and likewise the fee would be reduced if the fund value falls.

Termination of Services (On-going Advice)

You have the right to cancel payment for our ongoing services. We require a 30 day notice period to terminate on-going advice services.

Where you hold assets within a WRAP, you need to be aware that there will be terms and conditions applicable, such as your agreement with the wrap provider in respect to facilitating our fees, which means you may need to instruct the wrap provider directly and arrange for the removal of assets from the WRAP or appoint another adviser who will be able to access your assets and provide further on-going advice to you. We will be pleased to assist you at this time in cancelling our service to you, making sure that any WRAP provider is informed of this cancellation.

Remuneration Agreement

Please select and sign the agreed remuneration option **1** or **2**

1. For providing advice in relation to non-investment insurance business as described overleaf I/we agree to Alpha Financial Management Limited being remunerated by commission from the product provider.

Signed

Print Name

Date

2. For providing the Transactional / Active Service as described above I/we agree to pay Alpha Financial Management Limited Fees subject to the following:

Fixed Fee:	£
Hourly rate to be charged at £ per hour:	£.....
Maximum number of hours without us seeking from you further approval: Hours
Fee as a percentage of amounts invested or transferred for implementation:% £.....
Fee as a percentage of funds under management for ongoing service:% £.....

Payment Method

Cheque made payable to the company	<input type="checkbox"/>
Facilitation via the provider	
Lump Sum	<input type="checkbox"/>
Regular Premium	<input type="checkbox"/> over months

Client Consent

Client Signature(s)

Client Name(s)

Date of Issue
