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# GUIDE TO OUR SERVICES

Intrinsic share our values and beliefs about clarity and transparency with clients, hence the reason for providing you this document.

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We chose to be part of the Intrinsic Group, a Network of over 3,000 Financial Advisers looking after their clients' interests throughout the UK.

Intrinsic is established as one of the leading distributors of financial services in the UK, with a strong track record of delivering great customer solutions.

Intrinsic itself is part of the Old Mutual Group, a FTSE 100 company with real financial strength that offers long-term security for all its customers.

You can read more about Intrinsic and Old Mutual on their website: [www.intrinsicfs.com](http://www.intrinsicfs.com)

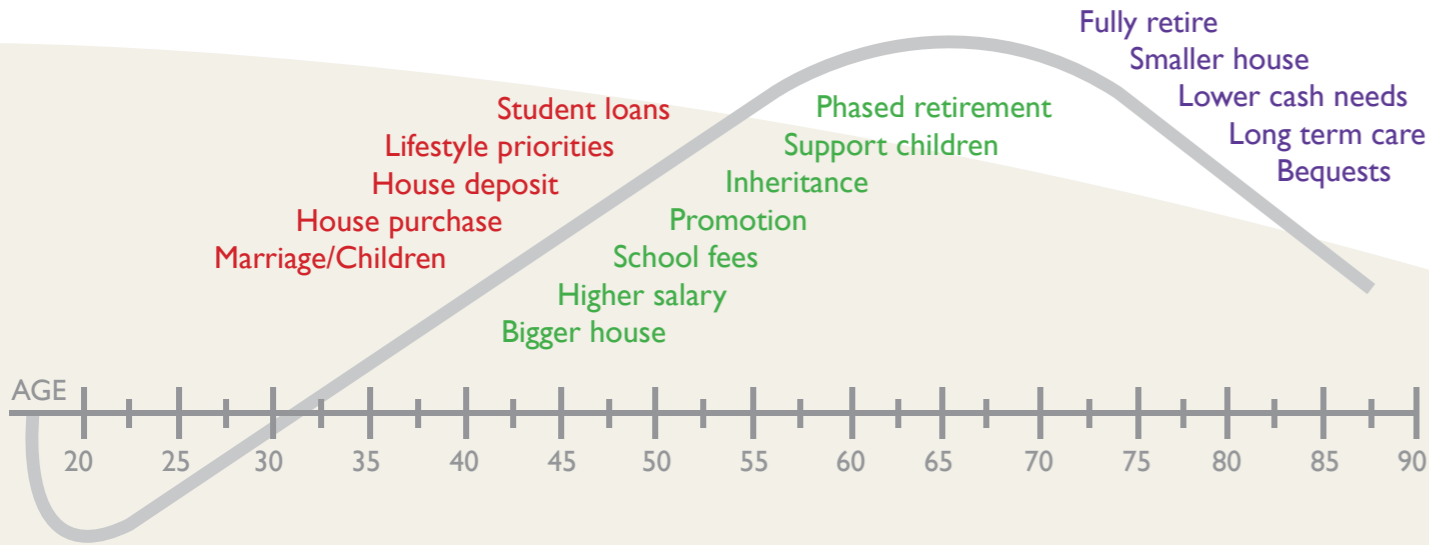
#### The purpose of this document is to:

- Provide information about our business and services so that you know what to expect when working with us
- Give reassurance about how we are regulated, and what security and peace of mind you can expect to receive
- Link to our 'Terms of Business' document, where more specific information can be found regarding our fees and services

#### We aim to do this by helping you understand:

- What areas of advice we can help you with
- The marketplace we will visit in order to deliver our advice, research and recommendations
- The security, protection and peace of mind you can expect to benefit from
- Our Client Charter
- Our proven yet leading edge process that we use to deliver the solutions you require
- The value we add to you now and going forward
- A few other small yet important topics we feel you ought to know about

# THE STAGES OF FINANCIAL LIFE WHERE WE CAN HELP YOU



## Wealth Management

Savings, Investments, Tax Planning, Retirement planning

## Personal & Business Protection

Life cover, Critical illness cover, Income protection cover, Business cover

## Wealth Preservation

Estate planning, Succession planning, Trusts, Key business person

## Retirement Planning

Pension funds, Personal funds, Company or Trustees Funds

## Protecting Wealth

Protecting you and your family's standard of living against the unexpected.

## Property Wealth

Ensuring the best arrangements for your home, second home, buy to let or commercial properties.

## Managing Wealth

Making the most of tax efficient investment opportunities so that money is available when you want to spend it.

## Creating Wealth

Ensuring you maximise your standard of living when you do not want to work so hard.

## Business Wealth

Helping small and medium sized enterprises grow, maintain and become more profitable.

## Preserving Wealth

Preserving the value of your estate for the benefit of your family.

## Retaining Wealth

Retaining more of your hard earned money legally and ethically.



# THE MARKETPLACE WE VISIT ON **YOUR** BEHALF

## We provide 'restricted advice'.

- After we have assessed your needs, we will advise and make recommendations for you, but will only offer advice from a panel of leading investment and insurance companies
- Our recommendations will be made following an analysis of our entire range of products
- We will be happy to provide you with a list of the companies on the panel at your request

The financial world can be extremely complex. Analysing and monitoring the enormous diversity of products, funds, wrappers and platforms is time consuming and costly – cost that ultimately finds its way to you, the end consumer.

Having worked with a wide range of clients in all areas of financial planning it became clear to our firm that using a tailored range of handpicked solutions could help with this.

Together with some of the most modern and efficient products available, this has proven to be the best way to cater for many of our clients' financial needs.

So, by restricting our advice service to a carefully chosen range of products and providers, we are able to remove that complexity and therefore keep costs low, and focus on providing great service.

Furthermore, if an occasion ever arises where we are unable to meet any specific need you might have via our chosen providers, we are able to search the broader market for an appropriate solution.

We believe this approach offers our clients the best of both worlds: a first-class range of providers and products designed to meet the vast majority of their needs at a reduced cost, with the capability to look wider should the need arise.

The analysis is carried out centrally at Intrinsic to ensure the offer is of the highest quality, and that it remains up to date and appropriate to meet your needs now and in the future.

# OUR CLIENT CHARTER

- We aim to provide a fully comprehensive service to all of our clients
- We are confident that we will deliver a high quality service that will be amongst the best in the financial services industry
- We continually strive to improve our professionalism through personal development
- We can confirm that we adhere to the principles of "Treating Customers Fairly" as prescribed by our regulator the Financial Conduct Authority
- If any material interest or conflict of interest should arise in business that we are arranging for you, we will let you know and ask for your consent before we carry out your instructions
- Our processes and procedures follow the guidelines as laid down by our business support network - Intrinsic Financial Planning Limited, which is authorised and regulated by the Financial Conduct Authority
- If you wish to comment on the services we provide, we are always pleased to receive your feedback as we seek to treat our clients as we ourselves would wish to be treated. If, at any point you are dissatisfied with our service, we will always do our very best to put it right

## If you wish to register a complaint, please contact us:

In writing: Complaints Department, Intrinsic Financial Services Limited, Wakefield House, Aspect Park, Pipers Way, Swindon, Wilts. SN3 1SA.  
By phone: Telephone 01793 647400.  
If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service.



# YOUR PEACE OF MIND & PROTECTION

We subscribe and abide by a number of laws, regulations and legislation for **your** protection, confidentiality, and security.

These include:

- The Financial Conduct Authority (FCA) – our regulator
- The Financial Services Compensation Scheme (FSCS) – for financial security
- The Data Protection Act (DPA) – for confidentiality
- The Financial Ombudsman Service - we treat you with the highest level of client classification for peace of mind
- Law – all our agreements are in accordance with the laws of England and Wales

## The Financial Conduct Authority

We are an appointed representative of Intrinsic Financial Planning Limited Wakefield House, Aspect Park, Pipers Way, Swindon, SN3 1SA which is authorised and regulated by the Financial Conduct Authority. Intrinsic Financial Planning Limited's FCA Register number is 440703. In cases where we provide mortgage advice, this is covered via Intrinsic Mortgage Planning Limited (FCA Register number 440718).

The permitted business of Intrinsic Financial Planning Limited and Intrinsic Mortgage Planning Limited is advising on and arranging pensions, investments, mortgages, life assurance and general insurance.

You can check this on the FCA's Register by visiting the FCA's website [www.FCA.org.uk/register](http://www.FCA.org.uk/register) or by contacting the FCA on 0845 606 1234.

## The Data Protection Act 1998

The personal information you provide will assist your financial adviser in offering you the best advice as required by the Financial Services and Markets Act 2000. The personal data you provide will be used and stored in accordance with the Data Protection Act 1998. To understand exactly what data we hold, why we hold it and your rights under the Data Protection Act 1998 our Fair Processing Notice can be viewed at [www.intrinsicfs.com](http://www.intrinsicfs.com).

## The Financial Service Compensation Scheme (FSCS)

We are covered by the FSCS. You may be entitled to compensation from the scheme if we cannot meet our obligations. This depends on the type

of business and the circumstances of the claim i.e. it differs for investments, insurance, mortgages and bank accounts. Further information is available from the FSCS.

## Client Classification

The FCA has rules which affect the rights you have as a customer. We classify all our individual customers as 'retail' customers. As a retail customer you have rights under the Financial Ombudsman Service (FOS) and the Financial Services Compensation Scheme (FSCS). There are other classifications of customer that don't have these rights. These are "professional" customers - such as listed companies, local authorities and larger partnerships or trusts. Also "eligible counterparties" (e.g. national governments and other state bodies, banks or regulated financial services firms).

If you have any questions regarding your classification (e.g. if you are a large company), please write to Intrinsic Financial Services Ltd Compliance Department, Wakefield House, Aspect Park, Pipers Way, Swindon, SN3 1SA or to the Financial Ombudsman Service and FSCS.

## Law

All of our agreements provided are governed and construed in accordance with the laws of England and Wales. In relation to any dispute, for your protection you agree to submit to the non-exclusive jurisdiction of the English courts.





# OUR PROCESS FOR PROVIDING QUALITY ADVICE

## 1. Understanding you

By gathering information from you, we get to know what provisions you have in place already that you can utilise.

Then by exploring your attitude to risk and return, and your hopes and aspirations, this will draw us a picture of what you want to achieve. This stage also allows you to understand what to expect from us and how you will benefit from using our services.

We typically will cover the fee for this stage of the process.

## 2. Planning

We'll explore and research various scenarios and options that will reveal how best to utilise your existing provisions.

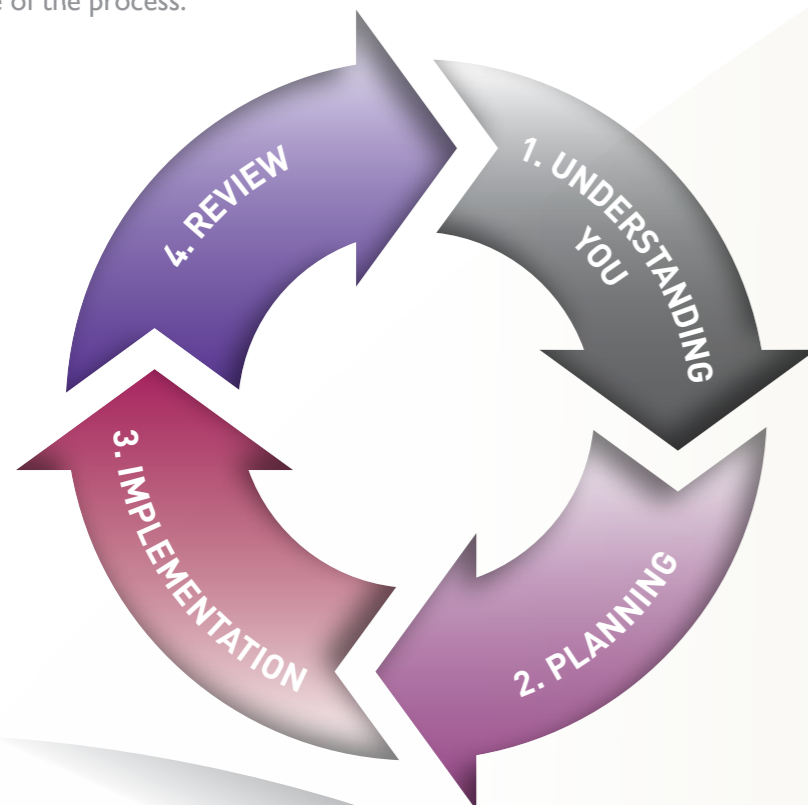
We will then make recommendations as to how to build upon your current plans, to help maximise the chances of you achieving your objectives both present and future.

## 3. Implementation

Most of our clients prefer us to complete, check and manage the documentation required for them to put 'Your Plan' into action. This saves them a lot of time and energy, and makes sure plans are set up in line with expectations. A range of fees are available to support this service. You may though decide you wish to implement our recommendations yourself, and simply pay a fee for our time and expertise.

## 4. Review

We believe all our clients benefit from a review of their circumstances, with the style and frequency decided by you. It is often dictated by where you are on your life stage, as well as your relative level of wealth. Most clients like to meet up once a year to ensure they do not miss out on valuable allowances, or are unnecessarily impacted by any of the UK Government Budget announcements. You will also hear from us during the year when we feel something will be of interest to you.



You will receive clear details on what the total charge is, the advice/services it relates to, how it has been calculated and when it is due to be paid.

Please note, you will be under no obligation to implement any recommendations we make, but an advice charge may still be levied for the work undertaken.

# FINANCIAL PARTNERS FOR LIFE - OUR ONGOING SERVICE

You do not have to choose an ongoing service with us, although we believe all our clients benefit from some form of relationship.

The style and frequency of our service is decided by you, and often is dictated by where you are on your life stage, as well as your relative level of wealth.

We will confirm in writing the ongoing service agreed, the payment method, the fees agreed, and their anticipated cash equivalent.

Most of our clients like to meet up once a year to ensure they do not miss out on valuable allowances or are unnecessarily impacted by any of the UK Government Budget announcements. They also value the peace of mind that their investments are being reviewed on a regular basis, in keeping with their financial objectives.

## 1. Keeping You Informed:

Only sending you pertinent information that we feel is of benefit to you (and not spamming or overloading you!)

## 2. Valuation Milestone:

Providing an update at least once a year to allow a milestone check that your plans are behaving within tolerance and to expectations

## 3. Personal Safety Net:

Making sure that any personal changes in income or assets are not adversely effected by announcements in the UK Government's budget (e.g. changes in welfare, or income, capital gains or inheritance taxation)

# THREE CORE LEVELS FOR YOU TO CHOOSE FROM

We pride ourselves on treating our clients as individuals. However, we then noticed that what our clients wanted, aligned to three core levels of service...

SERVICE LEVEL	OUR 'HIGH TOUCH' SERVICE	OUR 'STANDARD TOUCH' SERVICE	OUR 'LIGHTER TOUCH' SERVICE
Keeping You Informed	YES	YES	YES
Valuation Milestone	YES	YES	YES
Personal Safety Net Review - Once a year - the offer to do this via phone or Skype	YES	YES	YES
Personal Safety Net Review Once a year - face to face	YES	YES	NO
Personal Safety Net Review - Twice a year - face to face	YES	NO	NO

# HOW TO PAY FOR OUR SERVICES

It is important that you understand how we will be paid for our services

- Payment for our services will be on the basis of an agreed Advice Fee
- Whether you choose to take up our ongoing service offer or simply want us to help you with a one off financial need, you can choose how you pay us
- We will discuss your payment options with you and answer any questions you have
- We will not charge you until we have agreed with you how we will be paid

A description of the options for making payment of fees for initial advice and ongoing service charges is set out below

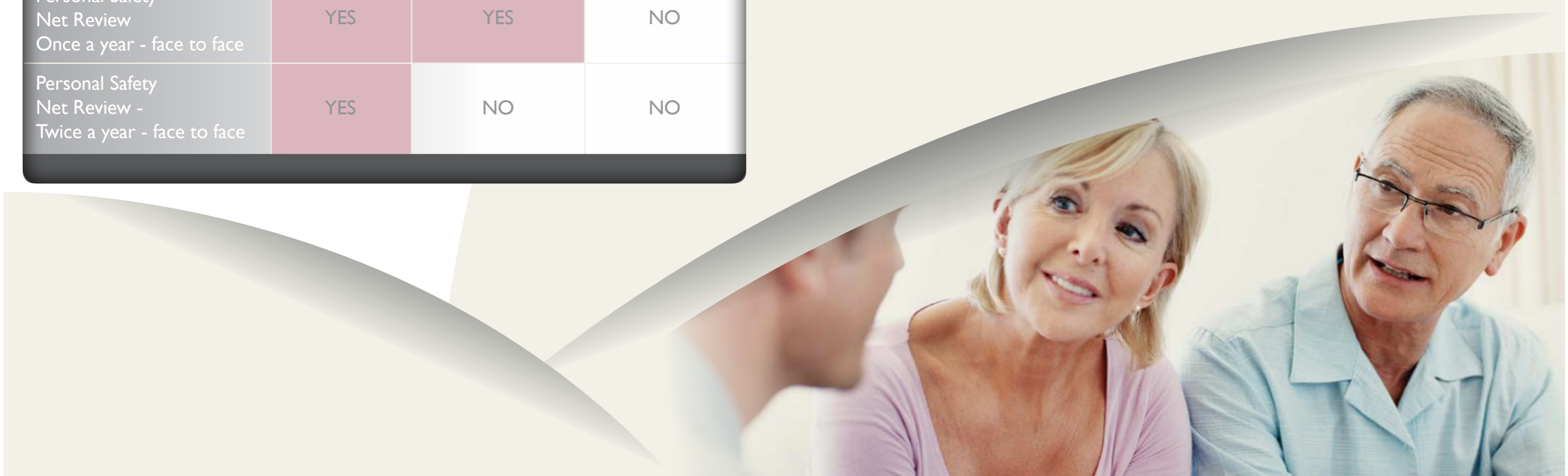
- You will receive clear details on what the total charge is, the advice /services it relates to, how it has been calculated and when it is due to be paid
- Please note, you will be under no obligation to implement any recommendations we make through this firm but an advice charge may still be levied for the work undertaken

## Provider Facilitated

Following our advice, if you decide to invest (e.g. through regular premiums, a lump sum or a transfer), the initial advice charge can usually be taken from the payment(s) given to the Product Provider. An ongoing charge for service can also be taken from your investment. In some circumstances this may give rise to a capital gain and a possible tax liability which would be taken into account in our recommendations.

## Paying Directly

Alternatively, you may pay us directly by cheque or bank transfer.





# THE VALUE THAT WE ADD

In determining the price of advice, our focus is on ensuring you receive good value overall, and that we engage you in financial plans that are most likely to deliver your objectives.

As an example of the value of advice, research\* shows that the average UK income in retirement is £19,000 per annum. However, the average for those who set goals working with a financial adviser is £26,000. Put another way, by not working with a financial adviser, a client can potentially lose out on an extra 36.8% or as much as £157,000 over the course of a 21-year retirement.

No two clients, or recommendations that we make, are the same. That said, our experience means that we know what the minimum time required is likely to be in core advice areas, the associated running costs of our business and the implementation costs around enacting our advice. This may be represented to you in our fee menus by certain areas having a minimum figure.

Besides providing leading edge investment and insurance solutions, our clients tell us that we add value to them at a review by:

- Checking how any personal changes in income or capital wealth may impact their current provisions or tax situation
- Utilising their existing provisions first before considering starting a new plan
- Explaining in simple terms how the UK Government Budget announcements impact them by way of welfare or income, capital or inheritance tax changes
- Reminding them so that they do not miss out on valuable allowances that once they are gone, they are gone forever (e.g. ISAs)
- Making sure they do not miss out on getting money back that might be owed (e.g. tax relief on pension and retirement planning)
- Ensuring they do not miss out on getting a better return than they should for the level of risk they take
- Reassuring them that they are not unnecessarily taking too much risk with their current assets
- Placing their assets in the right name and ownership and tax wrapper so that they legally and ethically ensure they do not pay too much tax when they want to spend them

Delivering real value for money

Intrinsic is able to use its scale and buying power to drive down the costs with their chosen providers, which in turn delivers great value and reduced costs for you.

Intrinsic is also able to negotiate exclusive products and features that you will not be able to find anywhere else in the market. For example, our range of protection providers offer Intrinsic unique features that are not available to any other advisers in the UK.





# OTHER TOPICS WE FEEL YOU OUGHT TO KNOW ABOUT

- Financial Crime - We support the Proceeds of Crime Act and all efforts to eliminate Money Laundering
- Terms of Business - Please read this separate document, as it sets out more detail regarding our fees and services
- Other Interests - We pride ourselves on being impartial, and to avoid any doubt will share any possible conflicts with you
- VAT - We provide an intermediation service which means no VAT is payable, but there may be times when it is
- Loans and Ownership – We want you to know who owns the Network we belong to
- Client Money - We never handle client cash

## Financial Crime

All transactions relating to the services provided by us are covered by Money Laundering Regulations and the Proceeds of Crime Act.2002. The FCA also requires that we have appropriate measures in place to prevent the furtherance of financial crime.

Our responsibilities include but are not limited to verifying the identity and address of our clients and any third party making payments on their behalf. If required you must supply proof of your identity in accordance of the above Regulations. Identity verification checks may include electronic searches of the electoral roll and the use of credit reference agencies, which will result in a soft 'foot-print' on your credit records. This foot-print is not visible to other financial service providers and does not affect your credit rating in anyway. In accordance with the Data Protection Act 1998 acceptance of these terms and conditions represents your permission for us to access this information.

## Terms of Business

We aim to ensure all our documents and information are clear and transparent. In the case of any potential ambiguity between the Terms of Business and this Guide to Our Services, the Terms of Business takes precedent.

## Other Interests

Intrinsic has a number of payment arrangements with various product providers to facilitate adviser learning and enhance the outcomes for our customers. Further details are available on request.

## VAT

The service we provide is described as an 'intermediation' service. This means we provide advice with the intention of recommending a product. If we did not do this we would be liable for VAT on the fees charged. VAT is not applicable on the fees we charge for intermediation services. In arranging the sale of retail financial products an adviser charge made for advice, even if you decide not to proceed with the purchase of the recommended product, will remain VAT free where the adviser has provided you with full advice services up to that point, including all relevant documentation.

The adviser charge made for an ongoing service is also VAT free provided it is in respect of an intermediation service. This means activities such as topping up an investment or utilising available investment tax allowances, such as the ISA allowance. In the event that the advice services we provide become ancillary to our intermediation services, VAT may become chargeable (e.g. we review your entire financial circumstances but make no or limited recommendations).

Should this change in the future, and where VAT becomes due, we will notify you before conducting any further work. In any case, where VAT is payable on our services it will be charged in addition to the agreed fee - e.g. a pure referral to our Discretionary Fund Manager (DFM) will be liable to VAT, but where DFM forms part of a solution as part of our 'intermediation' service, then no VAT is chargeable.

## Loans and Ownership

Intrinsic Financial Services Limited owns 100% of the share capital of Intrinsic Financial Planning Limited and Intrinsic Mortgage Planning Limited. Old Mutual Wealth Life Assurance Limited owns 100% of the share capital of Intrinsic Financial Services Limited.

## Client Money

We do not handle Client Money. We never handle cash and will only accept a cheque made out to us in settlement of Advice and Service Charges. Our preferred method of payment is via bank transfer.

