

# CLIENT BROCHURE

September 2023

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## About us

- Stonehill Financial was established on the 18<sup>th</sup> of February 2013, by our founder, Adam Neal.
- For our day-to-day operations, Stonehill has now transitioned to home-based working, however we engage with both new and existing clients from offices in both Addlestone in Surrey and in Central London.
- We are a financial planning business, focused on helping you understand and plan for your financial future.
- We provide holistic financial advice for (individuals, businesses, trusts) on investments, savings, retirement planning, non-investment insurance (for example life assurance, private medical insurance, critical illness cover) and lifetime mortgages.

We're passionate about making our services accessible and easy to understand. If you have any particular support needs, please let us know, so that we can accommodate them.

Please contact us if you have any questions or would like to talk to us in more detail about the services we can provide.

Telephone	01932 918291
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## What we offer

We offer a range of services which can be tailored to meet your individual needs. Here are some of the things we do.

- **Financial planning:** It's important to identify what you might want to achieve and how you can do this. Using detailed cash flow analysis and planning, we can help you to identify your goals and create a plan for your finances to help you achieve them.
- **Retirement planning:** It's important to know whether the money you are saving towards retirement will provide you with sufficient funds to meet your retirement objectives. We can work with you to proactively plan for your retirement and help you decide on the options available once at retirement.
- **Protection planning:** Most of us want to protect the things that are important to us, our family, business and quality of life. Protection planning can help to provide peace of mind in the event of your income changing due to unexpected events. We can help you plan for the best way to protect you, your family or your business.
- **Equity release:** Equity release is a way of releasing the wealth tied up in your property. With an equity release product you must be over a certain age (typically over 55) and own your own home. Where you are eligible for equity release, we can advise on equity release products.

For more information about the scope of our services and how we charge please refer to our **Client Agreement (what we and how we charge) document**.

## Meet our Advisory Team

Under rules set by our industry regulator, the Financial Conduct Authority (FCA), all financial advisers must be qualified to at least 'Level 4'. That's broadly equivalent to the first year of a degree and covers topics including personal tax, pensions and retirement planning and investment principles and risk. There are also Masters and PhD equivalents above that, and specific qualifications for areas such as mortgages, pension transfers and equity release.

### **Chris Reed and Mark Thompson**

They combine their extensive expertise in retirement planning and long-term cash flow planning to help empower individuals and families to achieve their long-term financial goals.

In addition to working with individuals, families, and business owners, Chris has had the opportunity to work with clients in the Music and Entertainment industry and this has enabled him to combine planning not only for more established clients but also those at the beginning of their careers, and this unlocked a passion for providing grass roots financial education and a set of skills that will hopefully get them off to a great start on the road to long term financial security.

Feel free to ask your adviser about the qualifications they hold.

# Our financial planning process

## Our first meeting

### Finding out about us

- We'll introduce ourselves and provide you with a business card confirming your adviser's contact details.
- We'll discuss our services and give you a copy of our Client Agreement (What we do and how we charge) outlining our services and how we intend to work with you.
- We'll also discuss the charges for our services.
- All actual charges and fees (in pounds and pence) will be agreed with you before we do any work and we'll explain your payment options too. We'll also let you know where any fees are subject to VAT.

### Finding out about you

- The main purpose of our first meeting is to find out why you believe you need financial advice, your objectives, and financial circumstances. Normally, we'll collect this information by completing our financial planning fact find.
- It would be helpful if you could bring along to this meeting, details of any policies, schemes, investments, mortgages, financial outgoings, wills, interests in trusts that you already have.
- Depending on your circumstances, you may want to invite other parties to this meeting such as your spouse, your children or other professional advisers.
- It's important that you provide us with the information we request about your circumstances and objectives to allow us to provide you with the appropriate advice and services. It's also important that you do not unreasonably withhold any information. All advice that we give will be based on the information you provide.
- If you specifically instruct us that you do not wish to discuss a particular area of financial planning, and that area should not form part of the advice given, this will be treated as 'limited advice' and we'll exclude any areas you have specifically requested us to do so. In such cases however please be aware that limiting the information provided may affect the completeness of the advice we are able to give and could affect how appropriate our advice is to your circumstances.
- One of the most valuable things we can do for you is to draw out a clearer vision of your financial future. We can help you understand what options you have around longer-term issues, such as retirement, estate planning and looking after your family. If you have an obvious and immediate need, we can also help you to meet this, in the form of a financial product.
- You may even find you have financial needs you've not yet considered. Our professional experience can help to tease these out and address them for you.
- Once your financial needs are clear, the next step is to be clear on your priorities. Depending on the amount of disposable income and investable wealth you have, you may be able to satisfy all your financial needs. Or you might need to prioritise some needs over others. Your adviser can use their expertise to help you work things through in this area and develop a plan of action that suits your personal situation.
- Where we are providing advice on investments, one of the key areas we will explore is establishing how much risk you are prepared and able to take with your money.

Understanding what risk really means to you, is critical to the investment decisions you make.

- At this stage we may ask you to sign any authority forms that may be needed so that we can act on your behalf, for example to obtain the current valuations of your existing investments.
- We are obliged to put in place controls to prevent our business from being used for money laundering and other forms of financial crime. This means that we'll need to verify your identity before undertaking any business with you.
- It would be helpful if you could bring along to the meeting evidence of your identity and address. This would normally include either your passport or driving licence and a recent utility bill in your name. If these documents are not available, please speak to your adviser who will confirm what alternatives would be acceptable.

This meeting will typically last between one and two hours, depending on the complexity of your situation.

## Analysing your requirements

- Where necessary, we'll forward your authorities to obtain additional information from the relevant product providers. We may also need to contact you for further information and ask your permission to liaise with your other professional advisers, for example, your accountant, your solicitor.
- Once we have all the necessary information in place, we'll undertake our research to assist us in identifying appropriate plans and solutions which will help you to achieve your objectives. As part of identifying appropriate solutions we consider areas such as:
  - Your attitude to and understanding of the risks involved
  - Timescales relevant to your objectives
  - Appropriateness of products and investments, including types of funds, where these are invested and how these fit with products or investments you may already hold
  - Tax efficient investments and planning - We'll try wherever possible, to consider tax efficient opportunities. To do this, we may need to liaise with your tax advisers. Please note, the Financial Conduct Authority does not regulate tax advice.
  - Costs and charges
- We'll set out our recommendations in a financial planning report.

The research process and preparing your report will typically take between 3 – 6 weeks to complete.

We'll keep you informed during this time and let you know if there are any delays.

## Our second meeting

### Presenting our recommendations

- Depending on what we agree, we'll send you our report to review or we'll arrange to meet again and discuss it.
- Depending on your circumstances, you may want to invite other parties to this meeting such as your spouse, your children or other professional advisers.
- Our report will outline your current position and detail our professional observations and recommendations.
- In developing our recommendations, we'll always look to agree a solution for you that strikes the right balance between your financial needs and objectives, and the amount of risk you are prepared and able to take in achieving them. Sometimes that means you'll need to compromise, and your adviser will be able to identify where that is the case and build it in to your plan.
- The report will also contain the supporting information behind our recommendation including where applicable, illustrations and brochures for any financial products recommended. We want you to be happy with all aspects of your financial plan. During our meeting we will check that you understand our recommendation(s). We're happy to work at a pace that is right for you and will go over anything that needs more explanation.
- The costs associated with our recommendation(s) will also be confirmed in our report.
- If further meetings are required these will be discussed and agreed.

Our second meeting will typically last between one and two hours, depending on the complexity of your situation.

### Implementation

If our recommendations involve putting in place any financial products, once we have received your instructions, we'll forward the completed application forms and payments on your behalf.

## Ongoing support

We'll agree with you at this stage whether we'll provide any ongoing services, what those services will include and the cost of those services.

We appreciate that sometimes you may just be looking for help in a particular area on a one off or ad hoc basis, and that's fine. Our optional ongoing services however are designed to ensure that your financial arrangements stay on track to meet your financial goals.

### **Annual review service**

This service typically includes:

- An annual face to face, video, or telephone meeting (your choice) with your adviser
- A review of your financial goals and objectives
- An up-to-date valuation of your current investment portfolio
- A review of how your investments are invested (asset allocation review)
- Assessing the potential impact of key events on your plans (cash flow modelling)
- Implementation of agreed changes
- Telephone access to our client team
- Quarterly client newsletter
- A report setting out the results of the review and confirming any changes made



## Glossary of service elements

We explain here some of the terminology we may use to describe our services. If there's anything you don't understand please ask us to explain it.

### Investment platform

Although simple financial needs can often be met by stand-alone products such as a pension, Individual savings accounts (ISAs) or life insurance, where more active management of your investment portfolio is needed, it might be appropriate to use an investment platform.

A platform is an online administration service which lets you buy and sell investments across your whole portfolio. You can often make changes to your whole portfolio at the same time, and you'll have an aggregated view of your investments and their value, typically updated on a daily basis.

Where we believe that it's suitable for your investments to be held on a platform, we'll explain more about how it works and the charges that will apply to the platform service.

### Portfolio valuation

This provides a snapshot of the current position of your investment portfolio.

### Asset allocation review

Asset allocation is an investment technique that aims to balance risk and create diversification by dividing your money among different investment sectors (often referred to as asset classes) such as cash, fixed interest, property and equities. Each of these asset classes has different levels of return and risk, so each will behave differently over time.

Your investment portfolio valuation will show how your investments are made up i.e. which sectors they are invested in. We'll use this to assess the allocation of your investments across different sectors against your recorded objectives and attitude to risk.

Where we think it's appropriate, we'll suggest any changes that may be needed to the makeup of your portfolio. For example where we feel (considering your objectives and attitude to risk) that you have too much invested in particular sectors we may recommend that you switch some of your investments into other funds.

### Cash flow modelling

One of the most visual ways to help you plan for your financial future is by using cash flow modelling technology.

Using our cash flow analysis system, we can input information about the current value of your investments and apply relevant assumptions about things like investment growth rates and key life events to create detailed and precise cash flow models based on your individual circumstances.

We can use this information to assess what you are likely to need to save, the investment returns needed to achieve your goals or estimate whether your ongoing income is likely to be sufficient to sustain you for the rest of your life.

### Telephone access to our client team

When you require support / guidance you may contact us and if we're not available we'll contact you back during normal working hours within the next 24 hours.

## Investment Market Newsletter

On a monthly basis, we issue a newsletter which provides an overview of both UK and global markets and any other topics in the field of financial services which we think may be of interest. We usually send this out by email so please make sure we have your latest email address. If you would prefer to receive a paper copy, just let us know and we'll arrange this for you.