Value Statement

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Introduction

Hamblin-Martin Financial Ltd is a financial planner and an Appointed Representative of Best Practice IFA Group Limited, which is a network that promotes a high level of market standards through the provision of back-up resource, technology, compliance, training, and support. Best Practice IFA Group Limited is authorised and regulated by the Financial Conduct Authority. The registration number is 223112 and a full list of Appointed Representatives can be found on the FCA Register.

Should you have any questions on any elements of this document please do not hesitate to ask us.

Our commitment to value

We are committed to helping you achieve financial wellbeing by ensuring you have a robust financial plan, and then reviewing the plan to help ensure it remains on track to meet your objectives.

We genuinely care about helping our clients achieve their goals and have had a long standing professional relationship with most. In fact they rely on us for much more than the financial plans we implement and manage for them and this doesn't happen without a great deal of client trust.

As a successful and professional financial planning business we need to charge our clients for our services. We regularly review the structure of our charges, to ensure they remain fair, competitive and transparent. It is very important that the cost of our services provide value to our clients both initially and ongoing.

There are things we do for you that are easy to see and there are also lots of things we do in the background that you might not see. All of these tasks take time, expertise, commitment, and as you would expect, have a cost.

In a general sense, our charging structure is designed to meet the running and profit of the business, the latter which also helps provide stability and future growth. Our role is to be you're your long term strategic partner, the aim is four our business to be financially stable, well resourced, and profitable to help ensure we can continue to work for you into the future.

We charge initial fees and ongoing service fees for the work we do for you. Fees are calculated on the complexity of the work, the time taken, and includes an element of professional risk.

We designed our ongoing service to add positive value to clients for years to come and to maintain a high level of service. Our goal is to be your trusted partner for as long as you need us.

This guide helps you understand what you get for your money, how it is spent, and the value we aim to add to you.

Please also ask to see our **Service Charter** and other brochures for more information on our services and calculation of fees.

A big part of the value we add is not always immediately visible

Professional standing and qualifications

Being a recognised financial planner means being committed to the highest standards of professional competency, ethical standards, and integrity, and this comes from the culmination of years of learning and professional practice.

Every adviser has to maintain these standards by completing a certain level of continuing professional development (CPD) each year of a minimum of 35 hours. This helps ensure we keep up to date with legislative, regulatory, and tax changes so that you have the confidence that we are up to date wit our knowledge and expertise. CPD is regulated, audited, and monitored by the Chartered Insurance Institute.

We are members of the Personal Finance Society (PFS) as an ongoing commitment to our profession and expected standards.

Membership of Best Practice IFA Group Ltd and working with Benchmark Capital

We are committed to the highest standards of financial advice and choose to be a member of the Best Practice network, a part of Benchmark Capital. All member firms are vetted and required to pass a rigorous onboarding process before they are allowed to join.

Best Practice provide a regulatory supervision and compliance framework which provides us with a high level of regulatory assurance and leading edge client management systems. This is very important as it gives you the assurance that our advice and service is continually checked, audited, and monitored, and meets the standards required by our industry regulator The Financial Conduct Authority (FCA).

This high quality and financially sound organisation ultimately provide us with a level of assurance and confidence around the regulatory framework for the advice and services we deliver to our clients.

By leveraging the quality and services of an organisation like Benchmark (itself a Schroders plc group company), we have confidence we will remain at the forefront of our profession, ensuring we maintain a "Best Practice" approach to serving our clients. Many of the benefits we derive, we believe provide direct additional value to our clients including:

- The provision of an independent complaints handling process for all clients
- Enhanced professional indemnity insurance
- Integrated client focused technology systems
- Independent compliance supervision of the suitability of our advice and services

One of the key reasons we chose to work with Benchmark was their award winning technology. We are confident that the security of our clients' confidential information within our client management systems is in very safe hands. Security is reviewed and updated on an ongoing basis to ensure it remains robust to the changing nature of cyber crime.

Our services

Hamblin Martin Financial is authorised to advise on and arrange Investments, Pensions, Protection (such as life assurance and critical illness cover) Mortgages, including Equity Release, Inheritance Tax and Long Term Care planning. We are bound by the rules of the Financial Conduct Authority and act on your behalf and not that of a provider, insurance company or lender.

We offer advice on an "independent" basis. This means that we provide unbiased, unrestricted advice based on a comprehensive and fair analysis of the applicable market, giving due consideration to the full range of retail investment, pension, protection, and mortgage products available to us in the marketplace that may be suitable for you.

The typical financial planning and product areas we can advise on include:

Pensions	**Investments**	**Retirement Planning**
Annuities	**Protection (Life assurance, critical illness etc)**	**Mortgages**
Equity Release	**Inheritance Tax**	**Long Term Care**

New client onboarding and initial advice

Whatever financial decisions you need to make, the first step towards making the right decisions is to establish a clear understanding of your financial needs and current situation. People seek financial advice for many different reasons so it's important that we understand exactly who you are and what you want to achieve. The following is what you can expect from our usual financial planning process:

Initial Consultation

Provided without charge to discuss and gain an understanding of your financial planning requirements and objectives, together with an overview of your current circumstances. There is no obligation to proceed further should you not wish to, or if it is established that we are unable to be of service to you at this time.

Fact Find

Assuming you wish to progress further, the next step is for you to provide us with full details of your current personal and financial circumstances via completion of a confidential 'fact find'. This is an important part of the planning process as this information will form the basis of our advice and recommendations. You can choose to complete this either online or paper based.

Research and Analysis

Once the fact find is complete, we will summarise our understanding of your circumstances, confirm your needs and objectives and any priorities, together with our suggested next steps toward a tailored and realistic planning solution, including the likely costs. Should you decide to proceed, we will then begin the process of analysing any existing provisions you have in relation to your current position, goals and objectives, and research potential solutions for your needs based on our extensive knowledge of financial markets. Where we need to obtain additional information from the providers of your existing provisions, or from other professional advisers, will obtain your signed authority to do so.

We will also discuss your attitude to investment risk and your understanding of how such risk may affect you and your goals, including completion of a risk profiling questionnaire which is specifically designed to help establish and confirm your individual risk level and requirements.

Recommendations

When we have all the information we require and the research and analysis is complete, we will discuss our recommendations for the planning solutions we believe to be in your best interests. We will also include details of any costs that are involved in addition to our advisory charges. Our advice and recommendations are always confirmed in writing prior to the implementation of any services or products, usually in the form of a detailed report.

Implementation

Once you feel that you are in a position to make a fully informed decision to proceed, and you have given us your consent to do so, we can begin the process of implementing our agreed recommendations. Where this involves the purchase of any financial products, such as a pension plan or investments for example, we will assist you in completing all the application forms and associated paperwork to ensure everything is processed by the relevant providers in a timely manner.

Ongoing service and reviews

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, 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 your plans in the context of any changing circumstances in your life, new goals, or changes in your objectives.

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 to achieve your goals.

A Guide to What's Included in Our Ongoing Review Service
Annual review, by telephone, video call, or face to face. Agenda items will typically include the following: • Consolidated valuation & performance report • Update of your current circumstances and financial situation, needs and objectives • Attitude to risk and capacity for loss assessment • Investment performance against your objectives and circumstances • Investment strategy changes, including fund switches and rebalancing • Shortfalls that exist in your financial plan • Consideration of any new or developing planning needs • Action outcomes from the review meeting and post review confirmation report
Ongoing advice, technical and legislative support to cover areas such as: • Additional contributions and investment amounts, and transfers into your plan(s) • 'Bed & ISA' and CGT harvesting • Withdrawals, surrenders, transfers out and income payments • Projections, benefit calculations and cashflow modelling • Pension Annual & Lifetime Allowances • Carry forward calculations on pension contribution allowances • Retirement options including Pension Freedoms – capped and flexi access drawdown • Death benefits and estate planning • General financial coaching and guidance
Investment reviews – usually half yearly
Statements and other information from the providers and funds
Newsletters and guides – as and when published
Additional or ad-hoc reviews as and when needed or requested

Our firms’ investment proposition and philosophy

- 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 help make sure we stay on track to meet your goals.
- We usually adopt a blend of active and passive investment management strategies in our client solutions to provide added diversification because evidence shows that neither strategy is 100% reliable or proven to work over time.
- We use benchmarks as a measure of market performance to provide reassurance of competitiveness and suitability of recommended investment choice.
- Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs.
- 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.

Centralised Investment Proposition

- We run a centralised investment proposition as we believe this allows us to deliver a consistent investment experience across our client base.
- Successful investment research, fund selection and portfolio construction is extremely labour-intensive and requires in-depth and up-to-date knowledge of rapidly changing markets and the investment industry, as well as an understanding of different asset class characteristics and how they interact with each other.

Objectives of our centralised investment proposition

- Identify first-rate funds and asset managers through a robust and consistent selection process.
- We believe no single manager can be expected to possess all the skills and insights to be ‘best in class’ in all types of investment, in all parts of the world. As such, we believe a multi fund and manager approach is an effective way to tackle the challenges of what to invest in and when and is our preferred way of investing. Through extensive research, we aim to identify and invest with fund managers who we believe are specialists in their asset classes and markets.
- Combine these funds and managers to create diversified portfolios which aim to meet risk and return objectives.
- Monitor recommended funds and managers and continue to search the investment universe for new offerings, and further our understanding and knowledge of asset managers and funds on an ongoing basis.
- We believe this approach allows us the greatest opportunity to spend time, energy and resource focused on you and your family’s goals and objectives, where we add the greatest value.

- Our approach means that our time is focused on you, and we let the professional investment managers monitor the markets on a day-to-day basis. We feel this combination delivers you the best value.

Rebalancing

- Rebalancing of your portfolio on a regular basis, to reset your investments back to your agreed initial investment mix. We will also proactively consider the tax consequences of these actions and will ensure we are taking advantage of any tax reliefs or allowances that you are entitled to.
- This is a proactive investment management service which helps to keep your investments on track to meet your goals and saves you money through utilisation of your annual capital gains tax allowances.
- Helps to ensure your investments and selection of funds / asset classes remain aligned to your chosen attitude to risk and capacity for loss.
- Helps to reset your investments on a regular basis back to your strategic investment plans, by adjusting dynamically for swings in markets.

Market Briefings and Investment Updates

- Regular correspondence is provided to our clients with commentary and information on the investment markets, particularly when markets are volatile, and clients can feel nervous or anxious about the value of their investments. We believe this adds great value via provision of peace of mind for clients knowing that we are cognisant and available for further discussion if required.

Additional and/or specific advisory services

Cash Flow Planning / Forecasting
Helps us to show you visually how your plan has been set up to meet your objectives. The cash flow forecasting provides a visual illustration of how your investments and wealth will move over time in relation to the financial plans that we formulate to meet your goals. This gives considerable comfort knowing that there is some mathematical rigour to our advice and how it will help you to meet your goals. Cash flow planning allows us to scenario test your plans against historical market events and simulate how your 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.
Protection Planning
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.

We have access to professional tools and paraplanning resources/staff to conduct analysis and research to find the best/most suitable product, plus the use of trusts to provide ease of access, control etc.

Holistic Financial Planning

It is not just about monetary goals; this is about life and family and a consultative approach. This enables us to help clients think about things they may not have considered and how plans can work together to create a cohesive timeline of advice.

IHT and Estate Planning

We can work with 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 you 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.

Retirement Planning

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.

Approximately 70% 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 helps take the worry away from our clients.

Mortgages

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.

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.

Equity Release

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.

Long Term Care

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.

Tax Efficiency

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.

Market and Product Research and Analysis

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. These research and analysis tools are market leading and represent a significant investment in cost. Selectapension, Financial Express Analytics and L&G Mortgage Sourcing are just 3 of the tools we use on a regular basis to conduct research and analysis of client solutions.

Advice for Entrepreneurial Families

Business advice such as key man insurance, shareholder protection and relevant life cover for example can add value beyond the level of financial protection these provide, i.e. tax efficiency / business deductible expense / savings that can be illustrated in £'s and pence and can be significant.

Referrals to other related professional services firms such as accountants and solicitors. Leveraging years of experience cultivating trust-based relationships with professional services firms, particularly solicitors, takes time and energy to develop these connections.

Other services

Life Goals Planning

- 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.

Financial Coaching

- Financial Coaching can add value at various times throughout the financial planning journey and help you to make considered financial decisions.
- Amounts to invest to meet your goals
- How and when to release capital or take income
- Reassurance in volatile market conditions
- Understand how markets work and the journey you can expect
- Understanding legislation and tax changes
- 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

Education Planning

- 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.

Staff / Adviser Training and Development Programmes

Hamblin Martin Financial undertakes considerable time and resource with regular and ongoing training by attending network and external training programmes, workshops, webinars and the like. These help us keep up to date and deepen knowledge and professionalism within a constantly and rapidly changing industry. In turn, this means our firm, its advisors and staff maintain the quality and value of the services we provide our clients.

Summary

We believe working with a professional financial planner adds value and hope this document explains and demonstrates this and our commitment to adding value. Of course, there may be some situations where we can't add value, and we'll tell you before you engage us.

Our aim is simple; to provide financial advice with a high degree of clarity and understanding that will endure into the future and assist you in the realisation of your goals.

We are a business that is built on the foundation of providing a personal 'hands on' approach and excellent attention to detail to give you the comfort, trust, and confidence you would expect from someone dealing with your finances and your financial future.

If you have any questions about this document or any of our services please contact us.