

Modern
thinking,
traditional
values

Client Services Brochure

Introduction

This document is aimed at providing you with a brief overview of Bankhouse Financial Management Limited and the financial planning process and to introduce our services to you in more detail. You may then select the service and remuneration package that best suits your needs. We will discuss this with you so that you fully understand what is offered and how it will benefit you. Should you have any questions on any element of this, please do not hesitate to ask us.

About us

Bankhouse Financial Management Limited is a Financial Services Company, which prides itself on giving face to face Independent Financial Advice, to a wide variety of personal as well as corporate clients.

The firm was established in 2003 by Colin Perryman and Will Fuller and has its offices based in Chippenham, Wiltshire.

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 mortgages.

We also provide advice on Equity Release Schemes, which include Lifetime Mortgages and Home Reversion Schemes and provision for Long Term Care.

Your home may be repossessed if you do not keep up repayments on your mortgage

Please be aware that the value of investments can fall as well as rise and you may not get back the full value of your original investment.

Meet the Directors

There are two Board Directors, Colin Perryman and Will Fuller who are our qualified Financial Planners. 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. Feel free to ask your adviser about the qualifications they hold.



Colin Perryman

The starting point to any good client relationship is the ability to listen to their needs and aspirations and our ability to highlight aspects that they may not have thought about.

Bankhouse will then create a plan that helps towards satisfying those needs and achieving our client's goals using 'modern thinking and traditional values'.

This philosophy has helped us create long standing relationships and trust with our clients and in many cases, we are now helping our client's children!

Areas of business that I specialise in:

- Preserving wealth
- Protecting family wealth and loved ones
- Inheritance Tax (IHT) Planning
- Investment management Solicitor firms
- Retirement planning advice
- Long Term Care planning

My clients include:

- Small business owners and entrepreneurs
- Individuals at or near retirement
- High-net worth individuals
- Partners of Accountancy and Trustees



Will Fuller

My role is broadly to protect my clients, from the financial implications of 'living too long, dying too soon or becoming sick in between'. I work in partnership with my clients to build up a personal, face to face,

working relationship which then reviews and plans out all aspects of their on-going financial planning needs. I passionately believe in traditional face to face financial planning but also using modern technology to help achieve our clients' needs and objectives.

I advise on all areas of Financial Planning for individuals, families or businesses and work with a number of professional connections including Solicitors and Accountants.

Areas of business that I specialise in:

- Working with Individuals/Families
- Pensions Advice - At Retirement and drawing benefits
- Pensions Advice - Planning for the future Pre-retirement
- Inheritance Tax Planning
- Investment Management for growth and income
- Individual Family Protection - Life Cover, Income Protection and Critical Illness
- Working with Employers on employee benefit solutions for their employees
- Business Protection - Keyman, Loan and Shareholder Protection

What we offer

We offer a range of services, which we can tailor 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. 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.

Mortgage advice

Whether you're buying your first home, moving home or looking to re-mortgage, our mortgage services are designed to provide you with the best mortgage solution for your needs.

Equity release

Equity release is a way of releasing the wealth tied up in your property. With an equity release product you have to be over a certain age (typically over 55) and own your own home. Where you are eligible for equity release we are able to 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 do and how we charge) documents.

Our Financial Planning Process

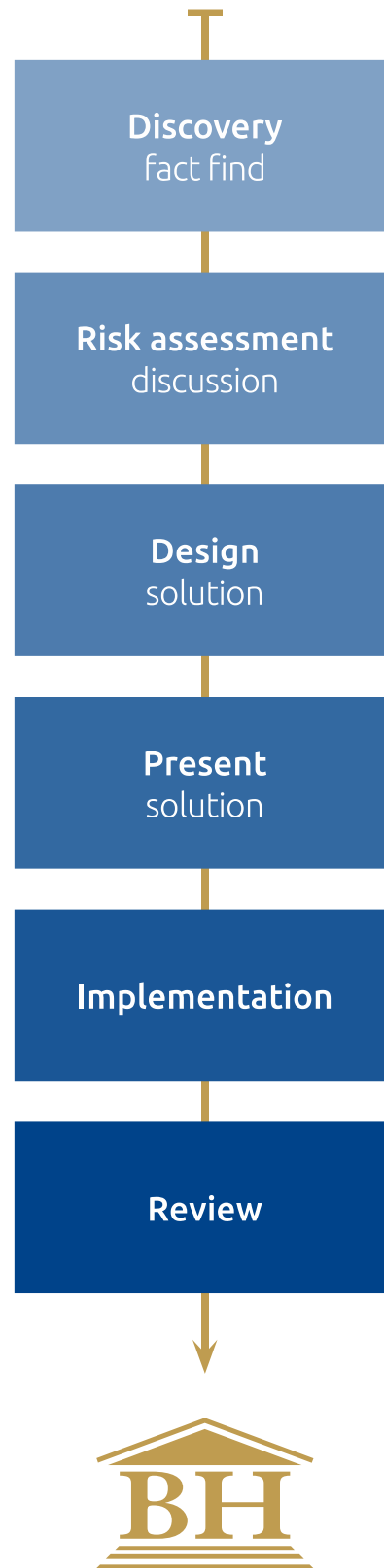
With so many options available and so many uncertainties, how do you choose what's right for you?

Our job is to eliminate as much of that uncertainty as possible and to work with you to identify the most appropriate way for you to achieve your financial goals.

The Bankhouse Financial Management Limited advice process is designed with that in mind. It creates a framework for us to discuss your needs and your expectations.

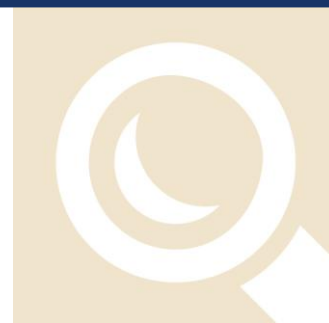
By working through a series of logical steps, you will gain a better understanding of the reasoning behind our recommendations and confidence in the resulting solution.

This flowchart outlines the advice process and this document explains how we manage each stage of it together with you.



Our first meeting

This meeting will typically last between 1-2 hours, depending on the complexity of your situation.



Getting to know you

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 'What we do and how we charge' documents 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 carry out 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 about your financial circumstances and objectives. Normally, we'll collect this information by completing our Confidential Financial Review Document.
- 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.

Getting to know you *(continued)*

Finding out about you

- 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, maybe you'll be able to satisfy all of your financial needs. Or you might need to prioritise some 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 current information about any existing policies you may have.
- 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 Drivers 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.

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 (e.g. Accountant, 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 take into account areas such as:

- Your attitude to and understanding of the risks involved and timescales relevant to your objectives.
- Your protection planning needs, which might include income replacement.
- Appropriateness of products and investments, including types of fund, 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 and in this respect, we may need to liaise with your tax advisers (please note that the Financial Conduct Authority does not regulate tax advice).

“What would you like in place, if you live too long, die too soon, or get sick in-between?”

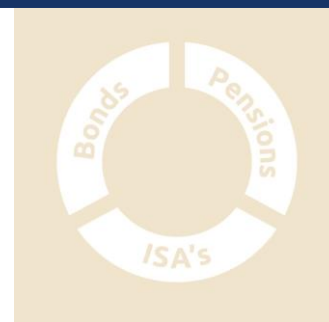
Costs and charges

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.



Designing a Solution

Ways to hold your investments or provide protection for you and your family



Once we have established your needs and requirements we can determine which tax wrapper(s) are most appropriate. We may recommend a tax wrapper which is, a financial product, such as a pension, ISA or bond, within which your investments can be held and that usually has certain tax benefits.

Traditionally, investors might have held a number of products from a variety of different companies. The downside of this is that it can create lots of paperwork, arriving at different times of year, in different formats. This can make it complicated for you, the investor, to manage and monitor your portfolio, as a whole, to ensure that your investments are performing as expected and remain in line with your risk profile.

However, for the majority of our clients if it is cost effective to do so, we recommend investing through an 'investment platform'. This allows you to hold, monitor and manage all of your investments in a single place.

We will assess these tax wrappers as part of our ongoing review service to ensure they remain appropriate for your needs.

Bankhouse Financial Management Limited are not Tax or Legal Specialists.

Understanding your attitude to investment risk



To initially understand your attitude to investment risk, we will ask you to answer a series of questions provided in a Risk Profile Questionnaire. Each answer produces a score and these are then aggregated to calculate your level of tolerance for risk, from 1 (low) to 100 (high). We call this your risk profile score.

Whatever your goals, we want to be sure that the investment strategy we recommend for you is in line with your attitude to investment risk and your Capacity and Tolerance for Loss. To do this we need to consider a number of factors. They include:

- How long you want to invest for – the ‘term’.
- How much cash you want to be available to meet unexpected circumstances.
- What level of growth you expect to receive.
- How much money you want to invest.
- Whether you have any debts.
- Existing savings for retirement.
- Your overall view on investing.
- Your goals – and the level of risk you are really comfortable to take to achieve them.
- What level of short-term fall in the value of your investments you are willing to accept. Your Tolerance for Loss.



Discussing your Capacity/Tolerance for loss



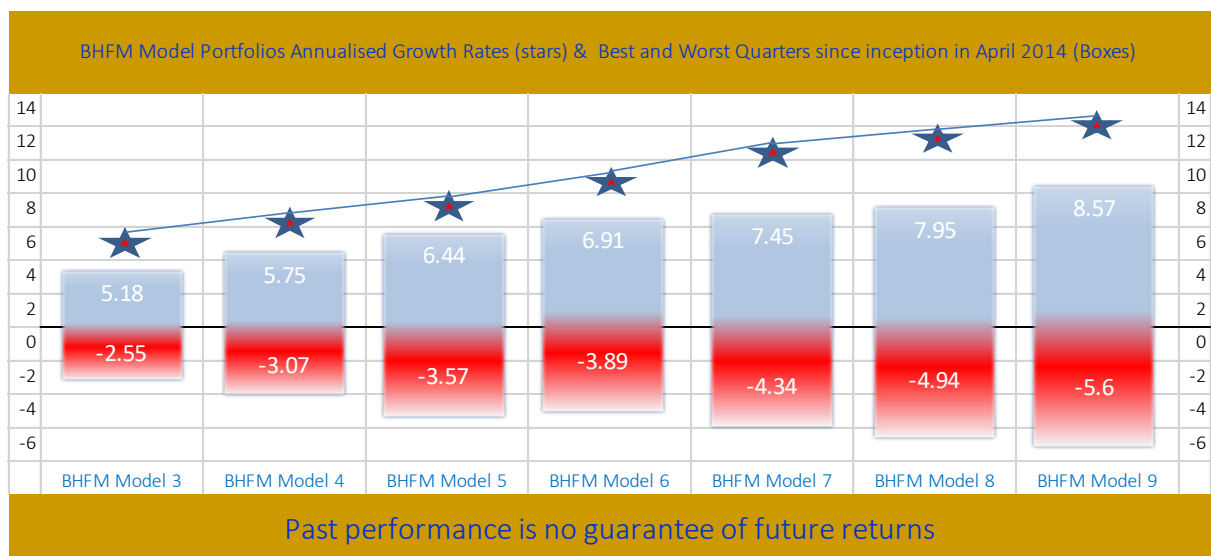
Acceptance of volatility

As part of our Attitude to Risk discussions we also assess what your Capacity for Loss is – How much you could potentially lose before it made a difference to your standard of living. We will also ask how you feel about values falling before you feel uncomfortable – Known as your Tolerance for Loss. Fluctuations in the value of investments are also known as their volatility.

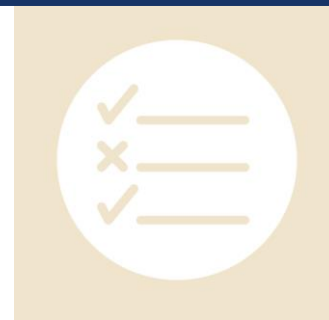
If you have a score of 21 or below, and you are uncomfortable with any fall in values, then low volatility investments such as cash or bank deposits could be the resulting investment recommendation. If your score is above 86 and you are very comfortable with market fluctuations, then we might recommend a portfolio which has a larger percentage invested in asset classes, such as Emerging Markets and Smaller Companies, whose higher expected volatility is matched by greater growth potential. Before proceeding to make recommendations for a risk level based on our discussions, we want to be sure that you understand what this actually means and what its implications are.

We will discuss with you how investment gains and losses might differ between different risk levels, to give you a better idea of the outcome you could expect at each level. In this way we can agree with you whether your risk rating accurately matches your true attitude to risk. Whatever the result of these discussions, if you have chosen to receive an ongoing service from Bankhouse Financial Management Limited which offers an annual review, we would discuss with you any changes in your circumstances and ensure that your Attitude to Risk has not changed and your portfolio remains appropriate.

This chart shows how increasing volatility means greater price rises and falls.



Selecting investments



Matching your asset allocation

Once the asset allocation stage is completed, we need to choose appropriate investments to reflect the various asset classes in the right proportions. There are thousands of investment options to choose from, including Unit Trusts and OEICs, Investment Trusts, Exchange Traded Funds (ETFs), Hedge Funds, AIM Investments, Enterprise Investment Schemes (EISs) and Venture Capital Trusts (VCTs).

All these options try to achieve different things. Understanding the reasons for their relative success helps us appreciate how they may perform in the future.

One of the first and biggest decisions to make is whether to take an 'active' or a 'passive' approach to investment management. An active approach is where the fund manager uses their skill to select stocks they think will perform better than average or better than the benchmark in a particular sector. The passive approach is where funds don't try to beat the index; they just try to match it as closely as possible. Typically, the cost of active funds is greater than passives.

At Bankhouse Financial Management Limited we take a neutral view over which is better between active or passive management. We would rather try to match the style of management to suit our clients. This could

include a combination of both active and passive management funds.

There are many ways of judging the performance of fund managers – their past performance is not necessarily a guide to what they might achieve in the future. A better way to assess a manager's performance is to understand how and why they achieved that performance.

Bankhouse uses the investment expertise of Financial Express Analytics, which allows us to use their research capabilities as well as our own in-house knowledge to construct Investment Portfolios for our clients.

Financial Express specialises in providing market leading quantitative analysis tools and ratings to help Financial Advisers. This provides the starting point for their research as this ensures that their research is both independent and free from any preconceptions or preferences any individuals or groups may have.

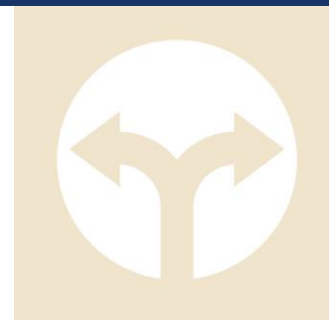
AIM shares are very high-risk investments. There may be no market for the shares and it may be difficult to dispose of them. There is a possibility of the chosen company failing. You may not get back some or all of your capital.

VCTs are high risk investments and there may be no market for the shares should you wish to dispose of them. You may lose your capital.

Enterprise Investment Schemes (EISs) are very high-risk investments. An EIS investment is usually concentrated in one single unquoted trading company. Often there is no market for the shares and it may therefore be very difficult to make a disposal. There is a strong possibility of the chosen company failing.

Please be aware that the value of investments can fall as well as rise and you may not get back the full value of your original investment.

Our second meeting



This second meeting will typically last between 1-2 hours, depending on the complexity of your situation.

Presenting our recommendations

- Depending on what we agree, we'll send you our report to review and then arrange to meet again to discuss it.
- Depending on your circumstances, you may want to invite other parties to this meeting such as your spouse, your children, other professional advisers, friends, family or someone you trust.
- 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.

- 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.

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



The performance of the various funds in your portfolio will differ over time. Because of this, if left for a long period of time, the proportions of different asset classes will change and this could result in a divergence from your original risk profile. For example, if Equity Funds outperform Fixed Interest your portfolio left unaltered would move up the risk scale.

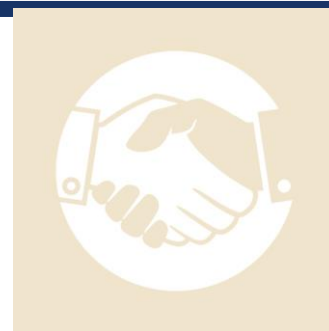
As stated previously, our Investment Committee meets on a regular basis to assess the performance of our portfolios and their component funds. The Investment Committee looks for any outperformance – or underperformance - that might need further investigation. If the committee feels it necessary to change a fund within your portfolio before our next meeting with you, we will contact you and ask you to authorise the switch. Minutes of our Investment Committee are available on request

Depending on the level of ongoing service you wish to receive from us, will determine how often we rebalance your portfolio. At this time, we would discuss with you any changes in your circumstances and ensure that your Attitude to Risk has not changed and your portfolio remains appropriate.

If there has been any change to your circumstances or Attitude to Risk, we can realign the asset allocation of your portfolio accordingly in line with any recommendations from our Investment Committee.

We will offer you access to track and monitor your investments online, through our Client PFP Portal. This enables you to keep a close eye on your investments and the performance of your portfolio.

Our ongoing service propositions



Bankhouse Financial Management Limited provides three different levels of ongoing service: Guardian, Wealth Management and Wealth Management Plus. The level of service that you select will then determine the ongoing range of services you will receive as a valued client of Bankhouse Financial Management Limited.

	Wealth Management Plus	Wealth Management	Guardian
Annual review meeting with your Financial Adviser	✓*	✓	
6 monthly statement of your policies and investments	✓	✓	
Annual statement of your policies	✓	✓	✓
Rebalancing Reports	✓*	✓*	
Annual suitability assessment followed up by a report	✓	✓	
Monitor funds and make appropriate ad-hoc recommendations	✓	✓	
Access to the Client PFP Portal	✓	✓	✓
Lifetime Cash Flow Forecast (interactive view)	✓		
Priority response to phone calls and emails within 24 hours	✓		
Bespoke Portfolio Management (if required)	✓		

*Twice a year

The Financial Conduct Authority does not regulate Cash Flow Modelling.

Wealth Management Plus Service

(Typically for portfolios above £501,000)

You will receive all of the benefits of the Wealth Management Service however, you will receive two meetings a year with your Financial Adviser. You will also be offered a Lifetime Cash Flow Forecast which we will view interactively with you to explore different scenarios and possible outcomes.

At each of these meetings we will have reviewed your investment portfolio and we will discuss with you any

recommended rebalancing of the investment portfolio and any changes to individual investment funds and obtain your agreement to implement those changes. You will be provided with an updated Financial Planning Report and a Lifetime Cash Flow Forecast on an annual basis.

Summary of Wealth Management Plus Service

Access

- Priority response. We will respond to phone calls and emails within 24 hours of receipt.
- You will have online view access to your investment portfolio where the provider has the facility available.
- Access to Bankhouse website and online tools

Regular Reviews

- Priority response. We will respond to phone calls and emails within 24 hours of receipt.
- You will have online view access to your investment portfolio where the provider has the facility available.
- Access to Bankhouse website and online tools

Bespoke portfolio management

- We will conduct an in-depth assessment of your risk tolerance and agree a suitable investment strategy at your initial and ongoing half yearly meetings.
- We will maintain a suitable asset allocation to meet your current investment objectives.
- We will review and agree with you any recommended rebalance of your investment portfolio on a half yearly basis to ensure that it remains in line with the agreed investment strategy to tie in with your Lifetime Cash Flow Forecasts.
- We will monitor the performance of the funds you are invested in, together with changes to their managers, and make recommendations when we feel it is appropriate to do so.
- Our asset and fund recommendations will be based on rigorous and robust investment processes and methodology.

Wealth Management Service

(Typically for portfolios between £101,000 - £500,000)

You will receive an annual meeting with your Financial Adviser and in addition to this you will receive a half-yearly statement

of your policies and investments.

Your portfolio will also be reviewed at the half year point and if appropriate a Rebalance Report will be sent to you.

Summary of Wealth Management Service

- You will receive an annual review meeting with your Financial Adviser.
- You will receive a half-yearly statement of your policies and investments to include current valuations.
- You will receive half-yearly Rebalancing Reports.
- We will conduct an annual suitability assessment followed up by a report.
- We will monitor the performance of the funds you are invested in, together with changes to their managers, and make recommendations when we feel it is appropriate to do so.
- Access to the Client PFP Portal.

Guardian Service

(Typically for portfolios between £50,000 - £100,000)

Your file will be updated with plan valuation and statements as and when they are received by our offices and you will be sent an overall valuation/statement of your policies on an annual basis.

- You will receive an annual statement of your policies to include current valuations if applicable.
- Access to the Client PFP Portal.
- You will receive an annual statement of your policies to include current valuations if applicable.
- Access to the Client PFP Portal.

Your commitment to us

There will be certain information and input that we will require from you in order to provide you with initial advice and recommendations and continue to provide your agreed service level.



As a client of Bankhouse Financial Management Limited, you agree to provide the following on an annual basis:

- All relevant information regarding your personal circumstances, which will include, but are not limited to, a full income and expenditure breakdown and details of any assets and liabilities.
- All documents and information requested by your Financial Adviser, which will include documents that will allow Bankhouse Financial Management Limited to comply with Money Laundering Regulations.
- Inform Bankhouse of any changes to your personal or financial situation as they arise.

Meet the team



Kelly Perry

Paraplanner for Colin Perryman



Emily Lloyd

Paraplanner for Will Fuller



Nyall Donald

Investment Analyst



Kirsty Newman

Client Services Team Leader



Lizzie Perryman

Accounts Manager

Glossary of service elements

Here we explain 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.

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 (taking into account 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.

Investment platform

Although relatively 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 snap shot of the current position of your investment portfolio.

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 hrs

Newsletter

On a [monthly/quarterly/six monthly] basis we issue a newsletter highlighting current developments 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.