





# ABOUT MONEYWEB

Finances often take a low priority, not receiving enough attention until there is a reason to do so, hence when the time comes and you decide to seek financial advice, it can feel like a daunting process. To correct this, Moneyweb for the last two decades has used an advice process that is straightforward and effective, ensuring our clients can realistically achieve their aims and objectives, as well as maintain them through everchanging complex market conditions.

**O**ur philosophy has always been to provide a quality advice process, delivered alongside exceptional service, building long-standing client relationships along the way.

Based in North Yorkshire, we provide financial advice to individuals at all stages of their financial planning cycle. Whether you are assessing your finances for the first time or you want to know more about your Investment options, Moneyweb are able to help, wherever you are in the UK. We also understand that you may have limited time available, so

we offer telephone, email, remote, office-based and home visits to suit your needs.

Behind all successful companies, there are people, and at Moneyweb we invest heavily on ensuring we have the right team to manage your financial affairs and fulfil your objectives. Whether it's the professional investment and tax planning advice you have received from your adviser or the pleasant greeting and efficiency of service that you have received from our administration team, the same culture is embedded into the company. ■

## OUR APPROACH

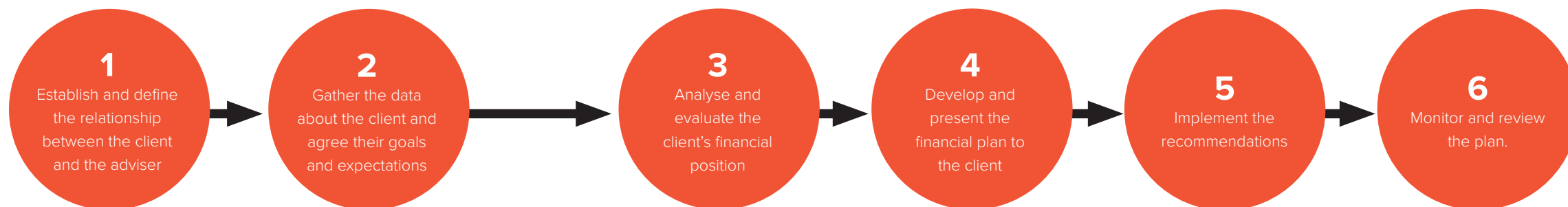
Financial planning addresses a wide range of crucial issues for most people and their families, making it important for us to have a thorough understanding of clients' aims, objectives and goals.

We offer a holistic approach to financial advice as it can sometimes be hard to deal with one particular issue in isolation, because most of the financial planning areas are interconnected.

### THE FINANCIAL PLANNING PROCESS

We have set out a six-step model for financial planning. It may help you to understand how this works to see the disciplined approach that Moneyweb take to providing our services.

### THE SIX KEY STEPS ARE FOR THE ADVISER TO:



“Trust is essential when using an adviser and there is no higher accolade than managing multigenerational clients”



# YOUR RISK PROFILE

Your risk profile and capacity for loss assessment are crucial in determining your financial plan.

Highest

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## AGGRESSIVE

Appropriate for investors who have both a high tolerance for risk and a long investment time horizon. The main objective of this portfolio is to provide high growth for the investor's assets. Portfolios in this range may have substantial fluctuations in value from year to year, making this category unsuitable for those who do not have an extended investment horizon.

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## ADVENTUROUS

Appropriate for investors with a relatively high tolerance for risk and a longer time horizon. These investors seek above-average growth from their investable assets. The main objective of this risk range is capital appreciation, and its investors should be able to tolerate moderate fluctuations in their portfolio values.

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## BALANCED

Appropriate for investors who seek relatively stable growth from their investable assets. An investor in the balanced risk range will have a higher tolerance for risk and/or a longer time horizon than either the cautious or defensive investors. The main objective of an individual within this range is to achieve steady portfolio growth while limiting fluctuations to less than those of the overall stock markets.

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## CONSERVATIVE

Appropriate for the investor who seeks modest capital appreciation from their portfolio. This investor will have either a moderate time horizon or a slightly higher risk tolerance than the most defensive investor. While this range is still designed to preserve the investor's capital, fluctuations in the values of portfolios may occur from year to year.

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## DEFENSIVE

Appropriate for the defensive investor, one with a low risk tolerance and/or a short time horizon. It is targeted towards the investor seeking investment stability and liquidity from their investable assets. The main objective of the individual in this risk range is to preserve capital. Fluctuations in the values of portfolios within this range are minor.

Lowest

*Past Performance is not a guide to the future.*

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There isn't a one size fits all approach to financial advice and because of this, we are proud to be independent to ensure clients get the most suitable recommendations.

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### ASSET ALLOCATION

How investments are allocated between the main asset classes of shares, bonds and cash will depend on your risk profile, aims and objectives. The percentage of higher-risk assets (typically shares) included in your investments or portfolio can be the main outcome of risk and potential returns, but a key aspect to gaining more clarity is to decide what investment strategy to use.

### YOUR INVESTMENT STRATEGY

Deciding on a strategy will depend on various factors such as your financial goals, time horizon and risk tolerance. Investors could stick to one strategy, others may blend multiple simultaneously, and some change strategy several times throughout the investment period.

It is important to realise that as with life, preferences and trends change, hence the strategy used in your investments could also. There isn't a definitive 'best strategy' to use but being aware of different strategies can be useful for navigating market shifts, or reacting to unprecedented events and changes in personal circumstances.

### ACTIVE FUNDS

Active fund management involves investing with a manager that conducts the necessary research required to deliver the potential for a better return than the broader market, often referred to as a benchmark. This can mean better management of risk and the possibility to take advantage of market opportunities.

Due to increased oversight, this strategy is often associated with slightly higher charges with no guarantee of better performance.

### PASSIVE FUNDS

Rather than outperform the benchmark, passive fund management aims to track it, so returns broadly in line with the index or benchmark are to be expected. This method involves holding a small portion of all the assets contained on an index such as the FTSE 100 and is often seen as a cheaper method to accessing markets. This strategy has no control over what companies are invested in and regardless of whether the index is rising or falling, the investment will track its movement.

### SUSTAINABLE FUNDS

Sustainable is a term to broadly describe funds that invest to make a positive change, either to the environment or for society. While sustainable investing is an opportunity you might be eager to explore, there are some considerations, as your investments must align not only with your values but also with your aims, objectives and risk appetite. It's a common misconception that investing responsibly means accepting lower returns; indeed, increasingly, the evidence says otherwise.

### MODEL PORTFOLIO SERVICES (MPS)

A MPS creates a portfolio that primarily blends multiple active and passive funds, which are each reviewed and assessed daily to ensure ongoing suitability. It is possible to also include 'ESG' elements if this is a core consideration.

### DISCRETIONARY FUND MANAGEMENT (DFM)

A 'bespoke' DFM option is available to those with substantial asset values. This uses the same approach but the investments are specifically tailored to the individual's investment preferences that could lead to certain aspects being specifically included, or excluded, from the portfolio. ■



# OUR EVOLUTION SERVICE PROPOSITION

## ANNUAL ASSESSMENT

The key to any client service proposition is maintaining proactive advice, ensuring that your plans and financial journey are suitable and appropriate for your current needs, requirements and future objectives.

- Review and update of your personal and financial data
- Re-confirm and/or adjust your attitude to risk
- Review tax wrappers and their continuing suitability
- Discuss the performance of your investments
- Review portfolio construction including re-balancing
- Manage cash balances within your investments
- Agree an action plan if any changes are required.

## INTERIM REPORT

This report will include the following information:

- An updated valuation of your investments
- A comparison of the performance of your investments since the last valuation.

## CASHFLOW FORECASTING

A key part of Moneyweb's proposition is what happens behind the scenes. We provide our clients with clarity as to what their finances could look like and whether they will have enough money in the future. This often helps answer key questions such as:

- Will I be able to retire when I want to?
- Am I going to run out of money, or could I afford to spend more?
- How will family cope if I, or my partner, suffers an early death?

## PERSONAL FILE MANAGEMENT, ADVICE AND SUPPORT

We will deal with any changes to your personal information or circumstances and update our records accordingly free of charge and then notify any product providers as required in relation to all active policies.

## AD HOC VALUATION

At any time between your scheduled contact you can request a valuation which can be followed up by a meeting with your adviser, if required.

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We emphasise a proactive service, anticipating market reactions, future needs and potential problems to produce realistic solutions, which helps keep our clients on track to achieve their aims and objectives.

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This includes changes to funds and or asset allocation, managing income and any other relevant changes.

## PROFESSIONAL PARTNERS

If the need arises we will introduce you to our carefully selected and trusted professional partners who can provide you with appropriate legal advice and accountancy services. In addition to this we can introduce you to other professionals who can provide you with specialist advice in areas such as General Insurance (Buildings & Contents, Motor Vehicle, Business & Commercial), Equity Release, Commercial & Residential Mortgages.

## FACE TO FACE, EMAIL AND TELEPHONE ASSISTANCE

You will have unlimited priority access to a dedicated adviser and our administration support team either face-to-face in our office, or by telephone or email during normal office hours to deal with any questions you may have.

## PERIODIC COMMUNICATIONS

We will keep you informed, by e-mail or letter, of any investments or other financial products or services that may be of relevance to you. You will also receive a priority invitation to any events that Moneyweb organise during the year.

## EVOLVE

We will keep you up-to-date with any financial news by providing you with our Quarterly newsletter.

## BUDGET UPDATE

We will provide you with our interpretation of the budget summary.

## REFERRAL INCENTIVE SCHEME

If you refer a client to us that subsequently selects our Client Service Proposition, we offer a referral incentive scheme.

Please ask for more details.



# THE COST OF OUR SERVICE

## 1. IMPLEMENTATION OF ADVICE

The cost to implement our advice will be dependent on the amount of investable assets available as detailed in the following table:

INVESTABLE ASSETS	PERCENTAGE FEE
£0 to £99,999	4.00%
£100,000 to £349,999	3.00%
£350,000 to £499,999	2.00%
£500,000 to £999,999	1.00%
£1M +	Bespoke terms

## 2. ONGOING COSTS

The ongoing costs that apply to our Evolution proposition are charged at a percentage of the value of assets under advice as detailed in the table below:

INVESTABLE ASSETS	PERCENTAGE FEE
£0 to £349,999	1.00%
£350,000 to £499,999	0.80%
£500,000 to £999,999	0.60%
£1M +	Bespoke terms

The charges are calculated once a year at your agreed Annual Assessment date and are based on the value of your investable assets at that time.

### LOYALTY IMPLEMENTATION FEES FOR EXISTING CLIENTS (INITIAL ONLY)

We are striving to develop lifetime client relationships and so if an existing Evolution client wishes to invest further monies with us after a 12-month period of being a client, we offer a loyalty rate for the additional invested monies. This is at a rate reduction of 50% off our normal rate structure; a thank you to our existing clients for their continued loyalty.

Moneyweb are happy to undertake supplementary projects of work outside of the services included in our Evolution Client Service Proposition.

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The ethos of Moneyweb has always been to ensure that everybody has access to affordable financial advice, regardless of their financial situation or personal circumstances.

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## SUPPLEMENTARY SERVICES

**Pension Vesting (Annuity)** – The objective of this review is to establish if it would be financially beneficial to stay with your existing provider or to transfer to an alternative provider to secure a better annuity rate. The fee for this service is 1.50% of gross fund value, with a minimum fee of £1,000

**Trust Review Service** – Whether you're managing your own money or acting as a trustee for someone else, we can provide a review and evaluation of the trust's assets and objectives on a regular or ad hoc basis. We will complete a detailed Trust Fact Find before undertaking an analysis of the existing portfolio relating this to the trustee's risk tolerance, as well as detailing any changes we feel appropriate. The minimum fee for this service is £1,500 per trust.

**Pension Fund Extraction Advice** – We can provide a report with recommendations on how to extract cash from your pension plan in the most tax-efficient way. The report will detail the advantages and disadvantages for your consideration. We will not implement this type of work on an execution only basis nor will we implement it if it would lead to you suffering financial penalties or creating a large tax liability. The minimum cost for this service is £1,500.

**Personal Disaster Planning** – We can help identify any areas in which you may be exposed to risk should you die, or suffer an illness or accident that could impact you and your family/loved ones. After identifying, we will explain your options and detail possible solutions that may be appropriate. The minimum fee for this service is £495.

**Bank & Savings Review** – After establishing information on your existing accounts, we can provide you with an evaluation of the interest rates you are receiving as well as information on current Financial Services Compensation Scheme (FSCS) limits applicable. The minimum fee for this service is £295.

**State Pensions Forecast** – We will arrange for you to receive a State Pension forecast which gives detailed information on your State Pension age and entitlement based upon your National Insurance Contributions Record. This service is provided free of charge.

**VAT** – Moneyweb Limited is currently a VAT exempt company, and therefore there is no VAT chargeable on either the initial or ongoing fees and charges detailed in this brochure. If this should change in the future then we will notify you in writing.



# DIGITAL DIRECT OFFER

This proposition is for those who do not need access to our holistic financial advice but still gives you access to leading investment portfolio strategies, with a substantially reduced fee structure.

It will enable you to invest and consolidate your investments and pensions across to the Moneyweb Platform, which is managed by our technology partners True Potential and takes your investment decision into your own hands.

Having this proposition will not only give you access to their highly diversified portfolios, but you will also benefit from market-leading technology. The technology includes access to the **Client Portal** and **Mobile App** where you can track your investments and pensions daily and top up in seconds, using the **impulseSave** function.

■ **Client Portal** and **Mobile App** – Enables you to track your investments and pensions online or via the app at any time. You can set up regular contributions, top up using impulseSave, view your policy documents and contact us directly through the secure messaging feature. It allows

you to set up financial goals and regularly review your investment against those goals, helping you form the habits of a long-term investor.

- **impulseSave** – You can add a regular investment and make an ad hoc payment (subject to allowances) at any time either online or through the mobile app. Reaching your goals has never been easier.
- **Rewards** – The rewards feature is a cashback facility from online purchases enabling you to save them directly to your investment. Ultimately meaning you can save whilst you shop online.

**The cost for this proposition is:**

INITIAL COST
1.00%

Your Annual Assessment is delivered digitally ensuring that the whole light touch process from start to finish is driven by technology.

# OUR DIGITAL REMOTE SERVICE PROPOSITION

**ELECTRONIC ANNUAL SUITABILITY ASSESSMENT**

This will be delivered to you remotely and digitally. A series of questions are aimed to ascertain whether your current plan and strategy remains appropriate for your needs and objectives. Any inconsistencies or changes in your personal situation are flagged to the Moneyweb team who will then contact you separately to discuss this further. Where relevant and appropriate remedial solutions will be provided to you. There may be additional costs for this depending upon the complexity of the advice provided.

**PERSONAL FILE MANAGEMENT**

We will update our records and notify your providers free of charge in relation to any changes in your personal information.

**PERIODIC COMMUNICATIONS**

We will keep you informed, by email, of any investments or other financial products or services that may be of relevance to you.

ONGOING FEE
0.50%

# CLIENTS SAY IT BEST

“ Exactly the service I wanted, excellent ”  
**Mr G Davis**, Scarborough

“ Extremely efficient, thorough, courteous and highly professional ”  
**Mr K Elliott**, Reading

“ Moneyweb provided me with clear and concise information, offering different options available to me and explaining the benefits I could expect to achieve ”  
**Mr S Palmer**, Scotland

“ Moneyweb took the time to build up trust and rapport with me, listen to my views/wishes on my current circumstances and financial goals. They then looked at a personalised bespoke option for me that best suited my long-term goals and attitude to risk ”  
**Mrs S Smith**, Scarborough

“ I am content that my money is in safe hands! ”  
**Mr M Harris**, Yorkshire



“ Behind all successful companies there are people, and at Moneyweb we invest heavily on ensuring we have the right team to manage your financial affairs and meet and fulfil your objectives ”  
**Paul Robinson**, Director and Independent Financial Adviser