



Value statement

About Us

Introduction

This document is aimed at providing you with a brief overview of our firm and to introduce our services.

Perennial Wealth is a Bristol based financial planning firm focussed on building long lasting professional client relationships. The advice we provide is truly independent which means we always act solely in the best interests of our clients. Our clients are typically professionals and business owners looking to plan for the future, as well as those who are retired or approaching retirement.

Our service proposition has been designed to meet the needs and objectives of our clients and to ensure fair value is received by engaging with our service.

We work mainly with clients who are still working and building their assets, planning for retirement, or enjoying their retirement years.

Our service proposition is suitable for clients who have overall assets of £250,000+ or income in excess of £100,000 per annum although not every client will meet this criteria.

The Value of our Service

Chartered Financial Planner

The requirement to become a chartered financial planner with the Chartered Insurance Institute, is the culmination of years of learning and professional practice.

Being qualified to a Chartered level represents the gold standard in financial planning. We know this provides our clients with a great deal of comfort.

Goals Based Financial Planning

We do not focus solely on financial products. Our approach is to gain a deep understanding of your future goals so we know exactly where you are now, where you want to get to and how we can help get you from A to B.

Everything we do is focussed on your goals and our comprehensive wealth management service is the tool we use to help you achieve them.

Initial advice

Our initial advice process is as follows:

- Initial meeting
- Fact find meeting
- Establish your goals and objectives / needs and wants
- Establish your priorities
- Establish your attitude to risk and capacity for loss
- Analysis of existing planning
- Research of potential solutions
- Construct a holistic financial plan
- Meet to discuss the financial plan and recommendations
- Agree implementation

During our advice process we will provide you with clarity on exactly what steps we would recommend you take in order to reach your goals. We will explain how we work and what we charge. We will discuss our service proposition in detail whilst also covering off any important regulatory information.

Annual Review Service

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 and your family, 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 our 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 and your family to achieve your goals

An opportunity to think about the coming years, plans for your family, begin to consider key life stages and events and how we might need to adapt our plans for them.

Ensures your current position is still appropriate for you

Our service includes: fund switching, portfolio rebalancing, updates to your retirement forecast and amendments to your regular savings strategy

Cashflow Planning/ Forecasting

We provide cashflow forecasting for our clients and here are some examples of its value:

- 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 a client's investments and wealth will move over time in relation to the financial plans that we formulate to meet their goals. This gives clients considerable comfort knowing that there is some mathematical rigour to our advice and how it will help them to meet their goals.
- Cash flow planning allows us to scenario test your plans against historical market events and simulate how our clients' 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.

Family 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.

Our advice includes: Access to professional tools and paraplanning resources/staff to conduct analysis and research to find the best/most suitable product. Use of trusts to provide ease of access, control etc.

IHT and Estate Planning

We work with your 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 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.

More than 45% 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 takes the worry away from our clients.

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.

Advice for Entrepreneurs and business owners

We will work alongside your accountant and solicitor. This joined up approach can save you considerable time as we will liaise directly with your other professional advisers. This includes advice on Ltd company pension contributions and providing your accountant with your annual tax certificate detailing any capital gains/losses for the year and any dividends received.

We will help you by forecasting into the future to your exit to answer the question of 'how much is enough' and create a plan detailing how to use a capital sum on exit to replace your income for the rest of your life.

Financial Coaching

- Financial Coaching can add value at various times throughout the financial planning journey and help you to make considered financial decisions.
- We help to take the emotion out of financial decision making and help clients avoid falling into common mistakes.
- We can help you determine the amounts to invest to meet your goals.
- Advise on how and when to release capital or take income.
- Provide reassurance in volatile market conditions.

Market Briefings and Investment Updates

- An update of topical issues sent every month to clients
- A monthly investment market update
- Updates following the budget highlighting the key changes that may impact you

Investment Philosophy

Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs. Our skill is in selecting which strategies to blend to build portfolios aimed at meeting your personal goals. To make sure we stay on track to meet your goals we tend to your investments while you give all the other things in life your full attention.

We adopt a blend of active and passive investment management strategies in our client solutions to ensure we have the widest possible range of solutions available to ensure clients end up in the best solution for their needs.

We will recommend bespoke discretionary fund management, model portfolios (MPS) and multi asset funds. We do not restrict ourselves to one solution to ensure any advice is truly right for your situation. We have the time and professional skillset to monitor your investments and the investment managers to provide you with the peace of mind that everything is in the right place.

Our proposition can cater for any ethical preferences and we can research and recommend a socially responsible/ESG solution.

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.

Best Practice

Best Practice provide an institutional regulatory supervision and compliance framework service which provides us with a high level of regulatory assurance and leading-edge client management systems.

This high quality and financially sound organisation ultimately provide us with a high level of assurance and comfort around the regulatory framework of the proposition and services we deliver to you, our clients.

By leveraging the quality and services of an organisation like Benchmark, a Schroders plc group company, we have comfort that we will remain at the leading edge of our profession, ensuring we maintain a “Best Practice” approach to serving our clients. Many of the benefits we derive, we see as having direct value add relevance for our clients, including:

- The provision of an independent complaints handling process for all of our clients,
- enhanced professional indemnity insurance
- integrated client technology systems, including the Wealth Platform
- independent compliance supervision of our advisers and the suitability of our client advice.

Using Best Practice as our regulatory partner means we can offer the variety of benefits of being a small boutique firm whilst also having the safety and security that comes with being supported by a larger FTSE 100 organisation.

Summary

Working with a professional financial planner provides expertise and peace of mind. We aim to build multi decade trust-based relationships with our clients. We get to know what really matters most to them and their families. What they are trying to achieve in life and help them to achieve it.

Our relationships are often the longest standing relationships our clients have. They lean on us for so much more than the financial plans we cultivate and manage for them. This doesn't happen without trust.

Considering all areas included in the assessment of value, we believe the service provided is demonstrating value overall and our service proposition along with this value statement has been approved by our network, Best Practice IFA Group Ltd.