



Our Proposition

Independent Advice





Client Proposition Advice Process

For us, financial advice isn't about selling a product; we work in partnership with you to ensure that you meet your financial aspirations and we also recognise the importance of providing on-going guidance and support.

When you choose to become one of our clients, we will work with you to create a comprehensive, written step-by-step plan of action to achieve your goals for the reasons that are important to you.

Our first meeting is free of charge. The idea is that you and one of our qualified Financial Planners can discuss 'options and costs'. If we feel we can help and you feel we are the right firm for you then you can instruct us to advise you.

Our clients are free to leave at any time without any penalty costs or charges levied by us. The investments and products we recommend are also based on this principle therefore in most instances the valuation you see is the amount you would receive if cashing in the investment.

Our Fees Explained

We believe in providing you with details of our fees upfront so you can make an informed decision.

We will state clearly what you may be asked to pay us (and when) for our services which we will confirm in our "letter of engagement."

Before we commence work with you, we will agree the cost and nature of your Financial Plan and, where applicable, the cost and nature of any on-going service.

We will agree with you timescales for delivery and you will be given the time and opportunity to both read our Financial Plan before discussing this in detail with one of our advisers.

If you wish to proceed with our advice and implement the Financial Plan, we will charge an Implementation Fee as set out in our client agreement.

We believe that charging our clients in this way is Treating Customers Fairly.



“Be clear about what you want”

Company Overview

We provide independent financial advice to private and commercial clients. Our advisers can help clients that are looking to accumulate capital. These advisers provide a wide range of advice and services as detailed below and clients would each receive a proactive annual review.

Our advisers can also help with your company pension scheme, life insurance, ISAs, Investments, business protection, mortgage or equity release. These advisers are more transactional with clients requesting advice as and when required. Typically each adviser will look after 200 clients each with the client having an annual review 'option' included in the ongoing charge.

Why Lloyd O'sullivan Financial Services?

- We offer independent 'whole of market' advice
- Our focus is on service not product sales
- 80% of our new clients come through recommendation
- We can access trust, tax and accounts expertise within the group
- All of our advisers are salaried
- Clients are free to leave any time

Main advice areas:

- Investment planning and portfolio management
- Inheritance Tax (IHT) Planning
- Trustee Investment Policy creation and management
- Pensions including Self Invested Personal including commercial property purchase
- Pensions (SIPPs) and Small Self Administered
- Schemes (SSASs)
- Personal Life Insurance
- Key Man Insurance/Business Protection
- Auto Enrolment

“Use a specialist adviser that understands your needs”



Lloyd O'Sullivan Financial Planning Process

Financial Planning is an ongoing process. If the process is strictly followed, we believe the chances of meeting your objectives and achieving financial independence will be considerably improved. Lloyd O'Sullivan has developed a six stage process which is summarised below.

The Services we offer you:

Step 1 - Initial Meeting

The purpose of this meeting is to get to know each other, to understand your needs and objectives and find out if we are the right fit to work together in the future. This meeting should typically last about an hour - the cost of which will be borne by Lloyd O'Sullivan

In this initial meeting we will also outline our service offerings and explain how we are paid for our services. At this stage, should you wish to engage our services, then your adviser will explain the options available to you.

Step 2 - Gather client data and determine goals and expectations

- Essential Personal Information
- Information about objectives and needs
- Information on existing arrangements and entitlements
- Detailed information about your attitude to risk
- Detailed information collected from product providers via authority letters

Step 3 - Analyse and evaluate your financial status

- Use of various analytical tools
- Cash flow analysis (where appropriate)
- Gap analysis

Step 4 - Develop and present the Financial Plan

- Possible revision of goals, expectations, priorities and timescales
- Conclusions and recommendations

Step 5 - Implement the Financial Planning recommendations

- Selection or amendment of appropriate products, plans and services
- Action list, by whom and by when

“Clarify what is being done and how much it will cost”



On-going Service Option

Step 6 - Monitor the Plan and the Financial Planning relationship

Service Level 1

Review on-going suitability in accordance with any change of financial status or personal circumstances

- Provide information on legislative changes and tax allowances
- Monitor progress to plan(s)
- Access to your adviser

An annual review service is offered, which will include:

- Updating your risk profile
- Updates on your products and valuations
- Income and expenditure review and forecasting
- Understanding tax implications

Service Level 2

Review on-going suitability in accordance with any change of financial status or personal circumstances

Provide information on legislative changes and tax allowances

Monitor progress to plan(s)

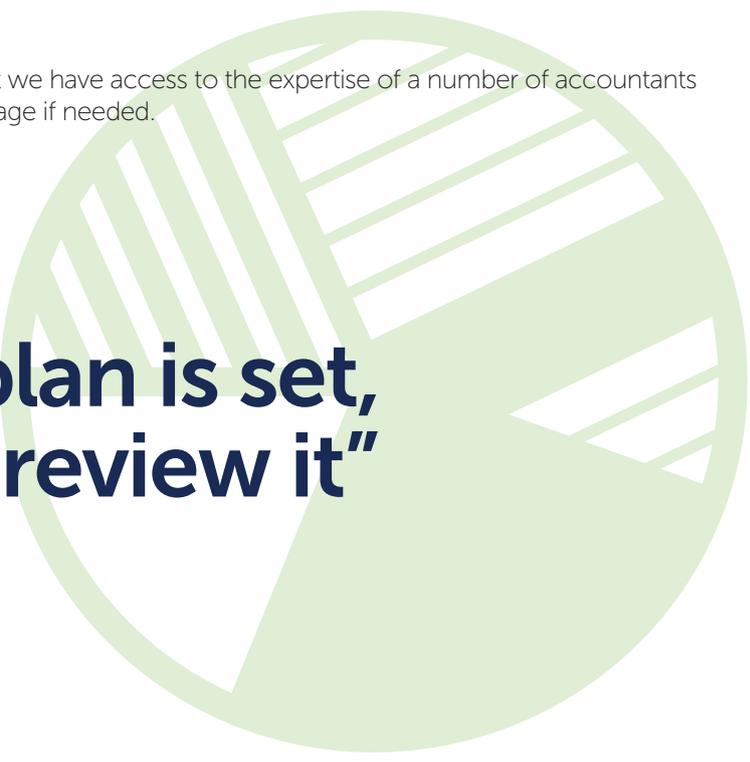
An annual review service is offered, which will include:

- Updating your risk profile
- Updates on your products and valuations
- Income and expenditure review and forecasting
- Understanding tax implications

Provision of our complete investment service which comprises of:

- Ibbotson, for asset allocation appropriate to your attitude to risk including ongoing monitoring and an annual review of each portfolio
- Old Broad Street Research (OBSR) for portfolio construction and fund choice in line with the asset allocation including quarterly rebalancing of each portfolio
- Tatton Investment Management, for their Discretionary Fund Management overlay, referred to as "Strategic Managed Portfolio Service" where selected
- Access to online portal

One of the unique benefits of being with Lloyd O'Sullivan is that we have access to the expertise of a number of accountants and tax specialists that could provide assistance at the review stage if needed.



**"Once a plan is set,
regularly review it"**

What has changed regarding giving advice?

1. What has changed regarding giving advice?

From January 2013 the Financial Conduct Authority (formerly the FSA) introduced new standards in the way that financial advice is given. These standards are laid out in the Retail Distribution Review often referred to as 'RDR'. The general aim of RDR was to make the adviser community as a whole more professional and banish commissions that could influence the recommendations they make. It had little effect on us and was most welcome as we have been operating in this way for many years.

2. How advisers are qualified.

All our Financial Planners meet or exceed the Qualifications and Credit Framework (QCF) level 4 which is equivalent to university degree level. In addition, each and every Financial Planner maintains their knowledge through regular training and continued professional development study.

3. What counts as unrestricted (independent) advice?

Only those who undertake a complete and full analysis of the whole range of products on the market that might possibly meet client needs will be able to call themselves unrestricted (independent). All other advisers will face restrictions ranging from offering only one type of product from one company to a wide range of products from many different companies.

4. How clients are charged by an adviser.

Clients will agree the fee and services with one of our Financial Planners. We give our clients the freedom to choose whether to pay for our fees directly, or via 'adviser charging' where the fees are deducted from any investments the client makes such as a pension, ISA, or Bond.

"Keep your adviser updated"



About you

At Lloyd O'Sullivan we take a measured approach in building any new relationship. We will ask a series of questions specifically designed to learn more about you before delving too deeply into your financial arrangements. We feel that this creates a solid foundation of understanding and can also enable us to match your requirements from outset. Some of the questions your adviser will ask at the first meeting are set out below:

- How did you hear about us?
- Can you briefly explain your reasons for seeking financial advice?
- Are there any specific issues or objectives that are of particular importance to you?
- Briefly explain your past experiences with Financial Advice and/or Financial Planning.
- What is likely to keep you awake at night?
- What are your expectations of our service?
- How would you like us to contact you and how often?
- Do you prefer 'active management' or 'passive management'?
- How comfortable do you feel about your existing financial planning?

Where do you need our help?

- Financial Plan
- Focused Advice*
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Areas we are asked to give 'Focused Advice' on are:

- Investing
- Planning For Retirement
- Estate Planning (Wills, Power of Attorney, Inheritance Tax, Long Term Care, Trusts)
- Protection (Life Cover, Critical Illness Cover, Income Protection, Private Medical Insurance)
- Mortgage/Debt (Including - Protection and General Insurance)
- Auto Enrolment
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Once we have established if we can help you and if you need a 'Holistic Financial Plan' or 'Focused Advice'

We can then guide you on how much this might cost and how it can be paid.

*The more time we spend researching & documenting information the more expensive it can become. This can be unsuitable if carrying out a 3 hour comprehensive review for a client seeking advice on a specific area or a smaller investment. Therefore a client can request focused advice on which we obtain limited information for a lower fee. Your adviser can discuss this with you in more detail.



**“If you don't understand
then ask again”**

Adviser Agenda

Stage 1

- Initial questions regarding company and adviser
- Proceed with discovery process (goals, objectives and reflection to confirm understanding)
- Agree the type of advice and potential costs if satisfactory

Stage 2

Should you wish to instruct us to act for you, we will need to gather some basic information together. It speeds the meeting up considerably and helps us give the best advice if you are able to provide us with:

1. Your Driving Licence and Passport (we will take a copy of this).
2. A recent bill or bank statement dated within the last three months (excluding mobile phone). Again, we will take a copy of this.
3. Details of any investments you wish to discuss (recent statements are best).
4. An overview of your income and expenditure.
5. Your Will(s) or Trusts (should you have either, we may copy these if giving inheritance tax planning advice).
6. Details of your next of kin and other professional advisers.



“Set some realistic performance objectives”

A Trusted Financial Partner

At Lloyd O'Sullivan we aim to add significant value to individuals and businesses alike. Working in partnership with you, we can guide you towards your lifetime goals and aspirations. This means building your wealth and security through building effective Financial Plans which are regularly reviewed to include any changes you may desire and ensure we stay on track. Our Advisory Process should provide you with an insight into how we might achieve our aim.

Some areas of advice require a specialist that regularly works closely with other professionals. This enables an assessment of a complex situation, such as a business sale, from an accountancy perspective, legal perspective, and financial advice. We believe that our close working group reduces overall fees through effective communication and more importantly delivers the right result through well considered tax, legal and financial planning.

Choosing a financial partner is one of the most important decisions you will ever make. After meeting with you and going through our Advisory Process we hope that we can earn the right to work with you now and in future years.

“Things do change, let your adviser know”





lloydo'sullivan Financial Services is a firm of independent financial advisors.

Specialising in the management of investment portfolios and pensions. We've been helping clients navigate complex financial markets since 1993 and from those very early days our business has evolved primarily through client recommendations.

Based in East Molesey, Surrey, we provide impartial, unbiased and objective financial advice, with a view to protecting and enhancing our client's wealth and sense of well-being.

Our qualified advisers cover the whole financial services market. Whether you are seeking to build an investment portfolio or creating a tax-efficient retirement strategy we have the expertise to provide the answer.

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Lloyd O'Sullivan Financial Services are Authorised and regulated by the Financial Conduct Authority.