

Hedley Asset Management Ltd

Services for Private Clients

Hedley Asset Management Ltd is authorised and regulated by the Financial Conduct Authority. Our FCA Register number is 181210.

Our preferred way of working is to have an initial meeting, at our expense, to establish whether we will be able to help you. If appropriate, we will then advise and make a recommendation for you after we have assessed your needs. Our recommendation will be based on a comprehensive and fair analysis of the market. When we have provided you with our advice we will, subject to your agreement, implement our recommendations.

Thereafter, for our clients who chose the Advisory Clients we will provide an on-going service. Our Transactional clients who prefer not to engage us to provide an ongoing service, are able to contact us if they wish to receive any further advice.

Initial Meeting

The initial meeting with your adviser is always held at our expense and without any obligation. This is designed to work through your:

- Current financial circumstances
- Financial objectives – present and future
- Approach to risk and reward, and your capacity to tolerate loss
- Assumptions about how things may change in the future

In order that we may advise you on your financial planning requirements, it is essential that you provide us with your current and relevant information. We will do this by asking you to complete appropriate Financial and Risk Attitude Questionnaires. If you choose to not to provide complete information you should be aware that our advice will be based on the information provided and may have been different if the complete information had been provided.

All information given to us will be treated confidentially and will only be used for advising you on your financial affairs and for no other purpose. This information will form part of our confidential client computer database; we are a registered user of such information under the Data Protection Act 1998.

Our Advice

Following the assessment of your financial needs and a considered appraisal of all possible financial solutions we will provide you with a written report setting out our conclusions. This report will be detailed and contain details of recommended products, providers and investment funds, whilst pointing out any possible downsides to the recommendations.

Your Advice report

You will be encouraged to read the report carefully and to ask questions about any issues that are unclear. You will also be encouraged to retain the report as a permanent record of the advice given to you.

We will provide you with an engagement letter describing the specific services we will provide and the fees we will charge. We will never charge you anything until you have agreed how we are to be paid.

Our Advice Fee

Our planning and advice fees will vary depending on the complexity of the work involved, the time spent and the level of expertise required. Typical fees for provision of a financial planning report can therefore range between £500 and £2,000. We will advise you of the required fee for advice in an engagement letter sent to you soon after the initial meeting but before carrying out any work on your behalf.

Our advice fee is normally payable on completion of the advice activity, but we may ask for a commitment amount in advance, with the balance on completion. If we do not carry out any subsequent transactional activity, this advice fee is the only one you will make.

You can choose how to pay the fee; either by settling an invoice or, if we go on to transact a financial product, by the provider who will deduct the fee from the amount of your investment. In such cases the advice and implementation fee can often be combined, subject to the minimum levels shown below.

Implementation of Investments

Should you decide to implement part or all of our recommendations, on receipt of your instructions we will provide all of the necessary documentation and make whatever arrangements are necessary for implementation.

Where you ask us to effect a transaction without receiving financial advice from us, we may need to seek information from you to establish whether you have the necessary knowledge and experience to understand the risks involved in the particular transaction. We will also advise you in writing of the rights that you will forfeit by asking us to transact on an 'execution only' basis.

Implementation Fees

In addition to the report fee, we charge a transaction fee for arranging an agreed investment. The transaction fee will vary depending on the type and complexity of the transaction. Examples of the transaction fees are:

Transaction	Minimum Charge	Transaction	Minimum Charge
Individual Savings Accounts	1% to 3%* £210	Each transaction under Trusts	£70
General Investment Accounts	1% to 3%* £300	Self Invested Personal Pension	£700
Investment Trust	1% to 3%* £300	Personal Pension/Stakeholder	£500
Onshore Bond	1% to 4%* £400	Small Self-Administered Scheme	£2,000
Offshore Bond	1% to 4%* £550	Annuity Purchase	1% to 2%* £500
Children's Savings Plan	£300	Income Drawdown	1% to 4%* £1,500
Venture Capital Trusts	1% to 3%* £550	Phased Retirement	1% to 4%* £2,000
Enterprise Investment Schemes	As agreed £700		
Purchased Life Annuities	As agreed £500		
National Savings	As agreed £100		

*The Percentage will vary with the amount under management

Inheritance Tax Planning Minimum Charge

Estate planning advice As agreed from £1,500

Transaction Exceptions

There may be certain situations where it would be necessary for us to charge a transaction fee on a different basis than that in the schedule overleaf. If this is the case, we will explain the reasons for this and confirm the charge in advance in the engagement letter. The transaction fee can, if you wish, be paid by the provider deducting the fee from the amount of your investment when we implement a transaction on your behalf. However you should be aware that there are occasions when the provider cannot deduct the fee from the amount of your investment to cover our transaction fee and your adviser will explain this situation if it applies. In these cases, the transaction fee will need to be paid separately.

Protection

While we charge fees in respect of the majority of investment products that we implement for our clients, our implementation fee for arranging protection policies such as Permanent Health Insurance, Family Income Benefits, Private Medical Insurance, Term and Mortgage Protection Insurance and Critical Illness Insurance can be covered by the commission from the product provider if you prefer. This is subject to a minimum transaction fee of £500. We will always disclose to you the precise amount of commission to be paid before you complete an application.

On-going Review and Support

You are able to select whether you wish to benefit from our Advisory or Transactional service agreement (as set out below), to meet your continuing requirements. Your adviser will discuss these service options with you. You are under no obligation to choose an ongoing servicing arrangement as you may choose the Transactional service. However we strongly believe that an on-going service relationship is essential, so that we can discuss any changes you might need to make to your financial plans at the most opportune moment.

Below is a comparison table of our Advisory and Transactional services:

Service level	Advisory	Transactional
Personal Adviser A dedicated adviser, who will maintain personal contact with you.	Yes	No
Personal Review The opportunity to meet your Adviser and discuss plans and objectives	As agreed (Annual as a minimum)	On request 'Pay as you go'
Direct contact Telephone contact with your Adviser	Limited to office hours	Office based
Valuations A comprehensive and detailed statement of your holdings	As agreed (Annual as a minimum)	One valuation per year - via provider
Monitoring Monitoring of your portfolio	Ongoing	None
Other services Access to solicitors, accountants and other professionals	Yes – referred	Contact details available
Records Up to date accurate records of your financial position maintained	Yes	No
Administrative support A single named point of contact in our administration team	Yes	No
Portfolio Annual Charge The annual management charge is determined by the amount of funds under management and complexity of the portfolio. (subject to minimum monetary equivalent of:)	As agreed From 0.50% to 1% £500	0.5% Maintenance fee (if applicable) Pay-as-you-go Ad-hoc minimum £500
(where applicable) Minimum Monthly retainer	£50 per month	N/A