



David J. Kinch ACII Chartered Financial Planner
Benjamin M. Trow Dip PFS
Sharon D. Kinch



Registered Address
5 Wine Street, Devizes
Wilts SN10 1AP
Tel: 01380 727658
Fax: 01380 723169
E-mail: kennetfin.serv@btconnect.com
Web: www.kennetfinancialservices.co.uk
Registered in England. Reg. No. 0C397503

Client Proposition

At Kennet Financial Services LLP we believe that professional advice can add significant value to individuals and businesses. It is because of this belief that we provide a comprehensive ongoing service, designed to create real value for our clients.

To endorse our commitment we have applied for and have been awarded Chartered Status by the Chartered Insurance Institute, the leading Educational body in our profession, there are less than 300 practices in the Country who qualify for this status.

As your partner in building wealth and security, we focus on ways that we can help you achieve the life you desire. By engaging Kennet Financial Services LLP, you can assure yourself of regular financial checkups and access to new ideas brought to you by our team. Choosing a financial partner is one of the most important decisions you will ever make. Take your time, choose wisely, and we hope that we can earn the right to work with you in the future.

Who are Kennet Financial Services?

Kennet Financial Services was established in 1978 and is owned by David Kinch who has more than 30 years experience within financial services advising client's on products such as Investments, Pensions & Life Assurance.

In April 2015 the practice became a Limited Liability Partnership when Ben Trow became a Partner, confirming our commitment in providing a Holistic advice proposition.

The office is based in Devizes.

Kennet Financial Services best serves people who:

- have little time and/or expertise to manage their financial affairs
- are seeking expert financial advice and/or investment review
- want help to formulate and maintain a clear financial plan and strategy to make the most of their hard earned money
- need a "sounding board"
- want the discipline of a regular review of their finances
- are seeking a sense of control, peace of mind and financial freedom

- regard service and a trusted relationship as key to working with advisers of any sort

Our aim is to offer clients Financial Peace of Mind and Real Value for Money.

Specialist Areas Include

- Investment strategy
- Retirement Planning
- Business & Family Protection
- Tax Planning*
- Estate Planning*
- Long term care
- Mortgages
- Lifetime Mortgages

*The Financial Conduct Authority does not regulate Taxation & Trust advice and Will Writing.

How we seek to add value for you

- Firstly we will explain our service. We discuss and agree at outset the most appropriate remuneration method and then establish a working relationship with our clients.
- We then get to know our clients through an initial meeting, to discover their financial short term and long term goals and aspirations.
- We will produce an initial analysis and report of their existing financial position
- We will work together and agree a financial strategy with the aim of achieving their specific goals or aspirations.
- We will implement the agreed strategy on our client's behalf
- We provide ongoing reviews to monitor the strategy is still on target and implement any adjustments required to allow for changes in circumstances.
- We will also carry out Ad Hoc projects should issues arise outside the scope of our client's original strategy or our ongoing service agreement. We may need to make a charge to carry out this work in line with our costs detailed in our 'About our services and costs' disclosure document. In this instance we will always agree the amount of the fee and confirm this in writing to our client's before we carry out any work.

Levels of Service

Depending on your requirements we have created Two levels of service.

Basic

Preferred

Basic Service

This service is for clients who do not need or do not wish a regular service but may refer to us from time to time for specific financial matters. On these occasions a charge will be agreed for the specific work to be carried out.

However, we will not provide any ongoing service other than:-

- Any investment products we arrange will be handled in line with your Investment Strategy following the completion of a Risk Questionnaire
- Any queries will be answered within 48 hours but may be subject to an advice or admin fee.
- Ad Hoc reports can be prepared, the cost of producing this will be agreed in advance.

Administration

- **Client file retention and maintenance.** As and when you provide us with updates to your circumstances, we update your file and will hold it securely at our offices for as long as you remain a client of ours, in accordance with our data protection policy.
- **Telephone/email assistance.** You will have telephone or email access to us at anytime during working hours for personal assistance.
- **Forward provider correspondence.** We will forward any correspondence concerning your investments to ensure you are kept up to date with their performance and current value.
- **Newsletter.** On a quarterly basis we update our newsletter, which is available via our website WWW.Kennetfinancialservices.co.uk, this contains useful articles to keep you informed about our firm and financial matters in general.

Implementation

The fee agreed for creating a client's strategy will incorporate the cost of implementing any recommendations we are asked to arrange.

Preferred Option

For clients who want a fully integrated financial plan that ensures they have the correct overall strategy to achieve agreed objectives and protect their financial position.

The service includes:-

Ongoing meetings

- **Annual review** Once a year we will offer you a face to face meeting, during which we will review your circumstances, needs, priorities and establish whether your current investments remain suitable. We can also consider any other financial needs you may have.
- **Interim review meeting** if required. In addition to the main annual meeting, we will offer you an interim review meeting.
- **Ad hoc meeting** if required in addition to the core meetings you can request an additional meeting if you have had a change in circumstances which needs immediate action.

Reporting

- Following our annual meeting, we will provide a report confirming our discussions, summarising our findings and outlining any recommendations we may make.
- Update on relevant market developments
- Clients circumstances, objectives and attitude to risk are reviewed annually
- Budget and cash flow analysis reviewed annually
- Access to portal if you are a wrap client so you can view details about your investments at any time, alternatively contact the office and we will obtain values for you.

Investment portfolio review

- Portfolio re-balancing on an annual basis.
- Using our expert knowledge of investments and the markets, we will review your investments' performance, in accordance with our review schedule. Where necessary we will contact you to discuss any required changes to your portfolio.

Contact

- Dedicated staff to answer calls and take action within 24 hours(Mon –Friday excludes bank holidays)
- Proactive contact if prompt action may be required between meetings

- A “sounding board” throughout the year
- Newsletter. On a quarterly basis we update our newsletter, which is available via our website WWW.Kennetfinancialservices.co.uk, this contains useful articles to keep you informed about our firm and financial matters in general. Paper copies are available on request.

Administration

- **Client file retention and maintenance.** As and when you provide us with updates to your circumstances, we update your file and will hold it securely at our offices for as long as you remain a client of ours, in accordance with our data protection policy.
- **Forward provider correspondence.** We will forward any correspondence concerning your investments to ensure you are kept up to date with their performance and current value.

End of Tax Year Support

- **Liaising with 3rd party professionals.** Where relevant, we will assist you with any information required in relation to your end of tax year return, which will be shared with your accountant, as required.
- **End of tax year service.** Where required we will liaise with your other professional advisers e.g. solicitor and accountant to co-ordinate your affairs, ensure consistency of approach in related matters and provide relevant updates.

Implementation

The fee agreed for creating a client’s strategy will incorporate the cost of implementing any recommendations we are asked to arrange.

What does this mean to you?

- Clear strategy and understanding of your personal and financial goals
- Everything is explained in plain English
- Increasing knowledge around financial matters to help increase their confidence regarding decisions you make
- One less thing to worry about
- Peace of Mind and security for the family
- Trusted Relationship
- A sounding board for reassurance and advice when it is needed most
- Time saving
- We handle most of the administration involved in arranging and reviewing your investments and financial products.

How are we paid for the value we deliver?

Quality must come at a price but should always be value for money. Every client is unique in respect of their circumstances, objectives, needs and wants from an advisory firm. As a result it is important that we understand the scope of work required to cater for each person, business and family. We will then agree before any charge is incurred what it is they want and need and what that will cost so they can make an informed decision as to the value for money they can expect and whether they want to engage us.

OUR FEES & CHARGES

Initial Consultation – at our expense

A meeting to establish your objectives and explain how we work and whether we can work together will be held entirely at our expense. At the end of this meeting we will agree what level of service will be provided to you and how you wish to proceed. Depending on the work required of us, we will agree a charging strategy and begin to work on your behalf.

Strategy and Implementing our Recommendations

Our fee for creating a strategy and making specific recommendations to put that strategy into action will vary according to the complexity of issues to be addressed. It will usually fall in the range between 1.5% - 3% of the value of the wealth upon which we are asked to advise on. The fee is only payable if the recommendations we make are accepted. In many cases, our fee can be deducted from the investments we arrange for clients. We will confirm our fee in writing before we carry out any work and these are outlined in our Services and payment agreement which is completed when we have mutually agreed the charging structure.

Ongoing Service

The charge for ongoing service will usually be paid via an adviser charge which is taken from the Funds under review at an agreed percentage. Depending on the scale and complexity of the wealth and investments being administered, the frequency of review meetings and reports, our fee is typically between 0.5% and 0.75% a year of the value of the wealth upon which we advise.

Our typical fees – based on the service option selected

| | |
|---------------------------|-----------------|
| Basic | 0.50% per annum |
| Preferred New Client | 0.75% per annum |
| Preferred existing Client | 0.50% per annum |