

Storeton Rose Financial Planning Ltd



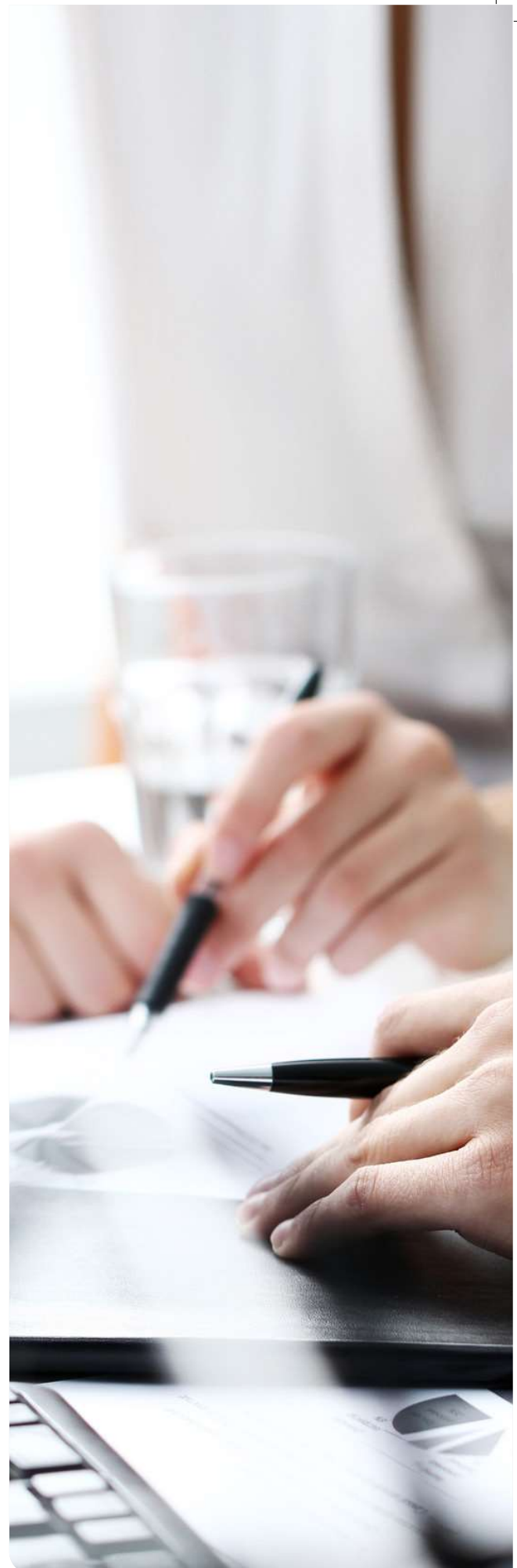
Personal Client Agreement



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Pay Us For Our Services?

“To provide professional financial advice which protects and enhances our clients’ assets and builds long-term relationships based on trust, mutual respect and integrity.”



Storeton Rose Financial Planning Ltd

Purpose Of This Document What We Do

This document sets out the basis on which we will conduct business with you on your behalf. It is an important document and we would ask you to read it carefully and if you are unsure of any of its terms please ask. This document has been designed to be given to consumers considering buying certain financial products or seeking financial advice. It explains the service being offered and how you will pay for it.

The latest version of this document is available to download from our website or please ask us for a copy which we will be happy to supply.

Who We Are

Storeton Rose Financial Planning Ltd is an appointed representative of 2plan wealth management Ltd.

We act solely in the best interests of our clients at all times. We do not act on behalf of any product provider, bank or insurance company. The "client experience" is paramount and all our advisers pride themselves in building lasting professional client relationships.

Our primary focus is on the provision of wealth management services for private investors and corporate clients throughout the UK.

The range of services covers all aspects of pensions, investments, insurance and mortgage business.

The business model centres on highly structured technology-based processes. This enables us to deliver a highly streamlined cost-efficient service proposition for all our clients.

What Can You Expect As A Client?

- Professional and personal advice from a qualified adviser
- Support from one of the UK's leading financial advisory firms, regulated by the Financial Conduct Authority (FCA)
- Access to our unique wealth management process
- A commitment to provide transparent costs and charges
- Security and safety with an embedded commitment to regulatory and professional standards throughout.

What We Stand For

We act solely on behalf of our clients and have their best interests at heart at all times.

Professional financial planning does however, come at a cost in much the same way as obtaining professional legal or accountancy advice.

As Warren Buffett said
"Price is what you pay – Value is what you get"

Our Commitment To You

The "client experience" is paramount and all our advisers pride themselves in building lasting professional client relationships.

We aim to ensure that all our clients will always view Storeton Rose Financial Planning Ltd as their trusted adviser.

Prior to providing you with any advice we will take time to understand your current needs, circumstances, attitude to risk and capacity for loss. Any advice provided will be confirmed to you in writing.



About My Services

Financial Advice

The FCA categorises financial advisers into distinct groups - Independent or Restricted. These are explained below:

Independent Advice: Independent Financial Advisers must assess a sufficient range of relevant products available on the market. These products are selected from a diverse number of product providers with regard to their type to ensure that your investment objectives can be suitably met.

Restricted Advice: Restricted Advisers will provide advice on products from a limited range of carefully selected companies.

I am an Independent Financial Adviser and will conduct a fair and unbiased analysis of the market in relation to your personal needs.

Whose Products & Services Do We Offer?

Investments and Pensions

I offer products from a diverse range of product providers for investment and pensions. This includes retail financial products such as Individual Savings Accounts and Personal Pension Plans.

I will advise and make a recommendation for you after I have assessed your needs. This recommendation will be based on a fair analysis of the market.

You are advised that because the value of investments can fall as well as rise, you may not get back the full amount invested. Past performance is not a guide to future performance. Any other risks associated with any product we may recommend to you will be explained within the documentation provided to you as part of the Storeton Rose Financial Planning Ltd advice process.

Non-investment Insurance

I am an insurance intermediary representing you, not an insurer. I offer products from a range of insurers on the basis of a fair and personal analysis of the market, for life assurance, critical illness, income protection insurance, private medical and household insurances. I will advise and provide you with a personal recommendation after I have assessed your insurance needs and arrange the recommended policy with the insurer on your behalf.

You have the option of paying for this service as a fee, or alternatively, we can be paid by a commission from the recommended insurer which is a percentage of your total annual premium.

It is your duty to disclose any relevant and requested details regarding your personal circumstances to the recommended insurance provider, both before the insurance contract commences and throughout the duration of the contract. Failure to do so could mean that the insurance is invalidated or any claims will be refused.

Client Classification

Storeton Rose Financial Planning Ltd will classify you as a retail client for investment business and as a consumer for non-investment insurance business which means you are afforded all protections under the rules of the Financial Conduct Authority (FCA).

Should you wish to be classified differently for investment business, please discuss this with your adviser. Your adviser will inform you should your circumstances dictate that we would need to classify you differently for non-investment insurance business.

Please note that should you wish to be considered as a different classification of client for investment business, such as a professional client or eligible counterparty you must inform us in writing. This will not affect your rights and you will still have access to the relevant protections in force for all clients.

For more information on client classification please visit our website: www.storetonrose.co.uk. The latest version of this document is available to download from our website or please ask us for a copy which we will be happy to supply.



What To Do If You Have A Complaint

We have a complaint handling process and this can be located on our website or provided to you separately, please ask us for a copy which we will be happy to supply.

If you wish to register a complaint, please write to 2plan wealth management Ltd, 3rd Floor, Bridgewater Place, Water Lane, Leeds, LS11 5BZ or telephone 0113 302 1360 or email us at admin@2plan.com.

You may also be able to refer your complaint to the Financial Ombudsman Service. Their contact details are:

The Financial Ombudsman Service,
Exchange Tower, London,
E14 9SR.
0800 023 4567
financial-ombudsman.org.uk.

Who Owns 2plan Group Ltd?

2plan Group Ltd is a wholly owned subsidiary of Openwork Holdings Ltd.

Omnis Investments and Openwork Wealth Services Limited

Some of the investment products we offer have access to funds provided by Omnis Investments Ltd. This includes the 2plan Omnis Managed Portfolio Service (2plan OMPS) provided by Openwork Wealth Services Limited (OWSL) which utilises the Omnis funds. Omnis and OWSL are companies within the Openwork Group controlled by Openwork Holdings Limited.

As the Authorised Corporate Director of the funds Omnis Investments Limited is paid an annual management charge from the funds. This is not an additional cost to you but is paid out of the Ongoing Charges Figure disclosed in the Key Investor Information Document.

Whilst we can assess products and funds from the whole market, we are also able to include funds from Omnis Investments Limited and risk-rated model portfolios actively managed by Openwork Wealth Services Limited, both sister companies within the Openwork group.

Who Regulates Us?

Storeton Rose Financial Planning Ltd is an appointed representative of 2plan wealth management Ltd which is authorised and regulated by the Financial Conduct Authority (FCA).

It is entered on the Financial Services Register under reference number 461598. You can check this by visiting the FCA website (www.fca.org.uk/register) or by contacting the FCA on 0800 111 6768.

2plan's permitted business is advising on, and arranging pensions, investments, protection, mortgages and non-investment insurance contracts.

Financial Services Compensation Scheme (FSCS)

We are covered by the FSCS. You may be entitled to compensation from the scheme if we cannot meet our obligations. This depends on the type of business and the circumstances of the claim.

Investment

Most types of investment business are covered up to a maximum limit of £85,000.

Insurance

Insurance advising and arranging is covered for 90% of the claim, without any upper limit.

Methods Of Communication

Unless you advise us otherwise, we will communicate with you via one or more of the following methods, face to face, email, secure website, SMS, telephone and letter.

We will communicate with you at all times in the English language. All documents provided and written by Storeton Rose Financial Planning Ltd as well as other documents we leave with you from relevant third parties will be written in the English language. Calls may be monitored and recorded for record-keeping, training and quality-assurance purposes.

Best Execution

It is our policy to transact your business in order to achieve the best possible results for you in terms of the nature and price of the products selected, transaction charges, administration and service excellence when transmitting orders to other entities for execution. For the investment products that we arrange, the price paid will always be that stated by the product provider and disclosed to you.

Further details of this policy can be found on our website or provided to you separately, please ask us for a copy which we will be happy to supply.

Professional Indemnity Insurance

2plan wealth management shall at all times maintain professional indemnity insurance to at least the minimum level specified by the FCA.

Vulnerable Clients

We understand that from time to time our clients may find themselves dealing with circumstances which could mean they are potentially vulnerable. For example, a change in health, caring for a family member or coping with the loss of a loved one. There are many different types of vulnerability, and what makes one person vulnerable might not affect someone else. When we are vulnerable, our need for financial advice may change. However, admitting vulnerability or seeking help can sometimes feel hard.

If this is something you would like to discuss with your adviser please ask for a copy of our Vulnerable Client Guide. This guide is designed to help explain vulnerability and the ways in which we might be able to support you. If you feel any of the circumstances in the brochure apply to you, please talk to us.

Storeton Rose Financial Planning Ltd

Financial Advice Process

If you choose to engage our services, the options are as follows;

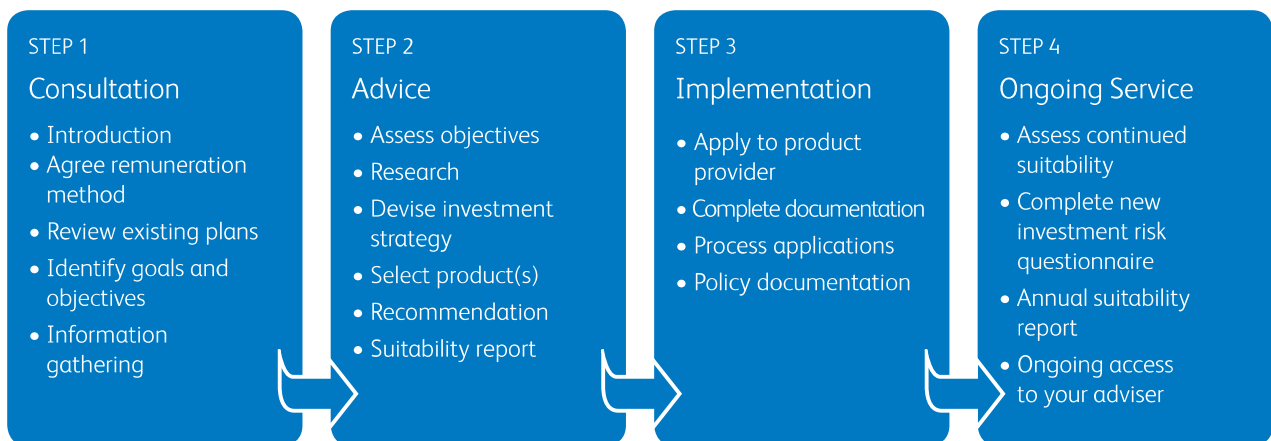
One-Off Advice

Our initial advice will be appropriate for you based on your requirements and circumstances at that time. We will not ensure that any initial advice is still suitable for you at a later date unless you specifically ask us to do so; you can ask us to do this at any time but there may be an additional fee.

Ongoing Service

In addition to any initial advice or if you instruct us to look after your existing investments, you can ask us to undertake further work on an ongoing basis. This is an optional service and details of any ongoing services we offer are set out opposite. You will be charged for this service and this will be agreed with your adviser.

The following provides more information about each stage of the process:



Consultation

Your Storeton Rose Financial Planning Ltd adviser will first introduce themselves and provide information about Storeton Rose Financial Planning Ltd, how we would like to work with you, the services we can provide and the costs of these services.

We will discuss your financial objectives and goals. We will need to understand your financial planning priorities and timelines for achieving them.

Where we are considering your investment needs we will assess your attitude to investment risk and capacity for loss, this will help us to understand how much risk you are willing to take with your capital.

In order to do this we will ask you to complete our investment risk questionnaire consisting of a variety of questions, which is the first step in the process of establishing your personal risk profile. In conjunction with your adviser, this will then enable you to ascertain the nature of the investment strategy to follow to meet your financial objectives.

Throughout the fact finding process we will gather personal and financial information from you so we can formulate our recommendations and advice. This will include details about your current financial plans, policies and any commitments.

We cannot guarantee that we can meet all your financial objectives and goals but we can work with you to help you achieve them.

A key part of the Financial Advice Process is deciding what services you would like and to agree how you would like to pay for them. We will not make a charge for work completed without your prior agreement.

Please ensure you are clear with us on the services you want and how you will pay for them before we proceed with any work that may incur a charge for you. You can agree with us that we should not exceed a specified budget limit without first consulting with you and receiving your written commitment to proceed further.

We will not proceed to Step 2 until we fully understand your personal and financial situation, have established your objectives and agreed the remuneration basis. Unless stated otherwise the Consultation stage will be undertaken at our cost.

Only by assessing your information and attitude to risk is your adviser able to confirm the suitability of any investment products you currently hold or that may be recommended to you. The responsibility for carrying out these assessments remains with your financial adviser and applies to all investment based recommendations when advising you to sell, buy or hold.

If we are unable to obtain the necessary information from you to assess suitability then we will be unable to make any recommendations to you and we will inform you of this.

Advice

Once the Consultation stage has been completed, your adviser will then be able to provide financial advice and where appropriate begin the process of selecting the investments, product wrappers and product providers most suitable to your circumstances.

We will base our research on providers and products across the whole of the market.

There are many products and investment styles available. As part of the Advice stage, your adviser will assess your objectives, review any existing plans you have in place, conduct research and based on your attitude to risk devise an investment strategy in order to recommend the most suitable solution tailored to you. This is a time consuming process but it is a vital and important step in considering options available to meet your financial objectives.

As part of this stage, we will fully explain the advice and any associated products to you. This will include the nature, features, costs and risks of these investments. We will also confirm how these investments meet your risk profile.

Should your adviser recommend that you switch from one particular financial product to another, your adviser will assess the costs and benefits of this and inform you to ensure that the benefits of switching outweigh the costs where appropriate.

Although we can provide advice on all areas of financial planning you will be given the opportunity to prioritise your own financial planning objectives.

If we agree to review a specific area of planning we will only provide focused advice tailored to your needs at that point.

If we provide focused advice we will not consider any other areas of financial planning. We can only advise you on the areas you have asked us to address.

On this basis our advice may have been different if we had conducted a full review or considered other areas of financial planning at the same time.

At this stage there may be a charge incurred for the work carried out and these charges are covered later in the document.

We will issue you with a document which explains why we have concluded that the advice and recommendations provided are suitable for you, this is referred to as a suitability report.

This report will be provided for you to read and understand, before any implementations are made. We will ask you to confirm that you have read and understood the recommendations before moving to Step 3.

Implementation

The Implementation stage will put in place the recommendations agreed with you on the area or areas of advice identified to meet your needs and objectives. This may also include any broader or more complex planning such as trust work or estate planning.

We will assist you in the completion of the relevant application(s) and any additional information required for submission to the product provider. It is vitally important that you check all of the information you have provided is correct before you sign any documents.

We will then monitor the processing of your application(s) through to policy issue and ensure you finally receive the related policy documentation.

At this stage there may be a charge incurred for the work carried out and these charges are covered later in the document.

Ongoing Service

We aim to build long-lasting trusted business relationships with all of our clients. This involves recommendations being clearly explained to you with an ongoing service process being put in place to review your plans to ensure that they remain appropriate to your ongoing needs. This is an evolving financial plan and an essential part of continually reviewing your arrangements to ensure that they continue to match the goals and objectives which you have at any given period throughout your financial planning lifetime.

However, this is an optional service and we will not automatically provide this to you. You will need to confirm whether you want this service, how you will pay for it and complete the client consent form at the end of this document.

As part of the ongoing service a meeting will take place at an agreed frequency, at least annually.

As part of this service we will;

- Reassess your financial situation at that time
- Complete a new investment risk questionnaire
- Define your attitude to risk
- Appraise your existing investments to ensure alignment with your attitude to risk
- Consider your financial objectives and goals
- Discuss the investment performance
- Ensure the continued suitability of your current investments
- Identify any further financial objectives
- Issue a suitability report

By agreeing to ongoing service, this will ensure we are able to maintain up-to-date information about you.

If at some point in the future the financial plans you have in place no longer match your objectives, for example a change of investment fund is required, or your investment portfolio needs realigning with your risk profile, or indeed there are new financial objectives to achieve, your adviser will recommence the Financial Advice Process and provide new recommendations.

If any further charges are to apply these will be confirmed before any further work is undertaken.

By appointing Storeton Rose Financial Planning Ltd, it is your intention to implement any changes, subject to your final approval through your Storeton Rose Financial Planning Ltd adviser.

In addition you will be able to contact your adviser should you have any queries between meetings, as well as being offered the facility to activate your own personal secure website. Here you can view your investment portfolio and where available, obtain real-time, online valuations.

Should there be any changes to your personal or financial circumstances, please inform us as soon as possible.

For certain investment related products, the recommended product provider will issue you with an annual statement confirming the total amount of fees and charges that you will have paid over the previous year. This will be regardless of whether you have opted for our ongoing service or not. If you have opted to receive our ongoing service, our fees facilitated by the provider will also be included.