



Hedgehope Limited Fair Value Statement

August 2023

About Us

Introduction

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

In this document, we intend to illustrate how we assess value and whether there is fair value between the total price of the service and the benefits and their quality that our clients receive.

Hedgehope

Hedgehope was founded by Simon Landale whose vision was to start a Financial Services company where people are put first.

Previously at Lycetts he joined the main board in 2013 and became Managing Director of Lycetts Financial Services for 6 years from 2016 to 2022. With over 20 years of experience in the financial sector, as Chartered Financial Planner he has a wealth of experience and knowledge. His various roles also included CF10, CF11, Chairman of the Investment Committee and Head of Corporate Business. He is building a business that focuses on what is best for the client at a fair and reasonable cost with a quality service.

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 offer forward thinking financial advice and wealth management to individuals, families and private businesses. Our cost effective, secure and efficient holistic financial advice is implemented through customised strategies, plans, policies and investments to give our clients peace of mind.

We work mainly with private individuals, families, and private businesses. Our clients are typically still working and building their assets, planning for their own and their children's future, moving towards retirement, or enjoying their retirement. Our service proposition is suitable for Family's who have overall assets of £250,000 or income in excess of £75,000 per annum.

We can also give focused advice on specific areas or technical matters, tailored to individual requirements. We do not need to handle every aspect of our clients' financial interests, but we are able to provide an all-encompassing service if required, to help to achieve clients' financial and personal objectives.

We use market leading technology, systems and processes to support our services. Our clients can monitor and review all their investments and policies via our client portal, and store documents securely on our cloud.

Working with our established network of select trusted professionals across specialised fields ensures that we draw on the expertise of the best people and businesses in their respective sectors to provide the best outcomes for our clients.

Our fees are based wholly upon the provision of our qualified and professional expertise, the time taken to analyse circumstances and devise an appropriate strategy going forward, the design of an appropriate summary report to communicate this strategy to clients, and our firm's exposure to regulatory, commercial and financial risk.

The Value of our Service

Best Practice IFA Group, of which we are a member, is a subsidiary of Benchmark Capital Limited, which is wholly owned by Schroders plc. By leveraging the quality and services of Benchmark, 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.

Our Proposition – Initial Advice (Onboarding)

Our initial advice process involves:

- Discovery Meeting
- Full get you know you 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

Review Services

- 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
- Include a statement to confirm what services are included such as top ups to existing investments / pensions.

Cash Flow Forecasting

We believe a fundamental part of financial planning is creating a cashflow model. This allows us to project what your future life looks like, and how any changes we may suggest would impact upon it. If you don't have a plan, how do you know where you are going?

As important as this is, it is not the actual plan which brings the most value to our clients, but the process of the planning. It is important to remember that no plan will ever go exactly to plan. But by having a plan, and regularly reviewing it, changing it as your life changes, and making your future plans based on reasonable assumptions, you will be in the most informed position to make life's big decisions.

Protection & Planning

Whilst we strive to ensure clients have the right investments in the most appropriate structures to meet their long-term goals, all that is of little consequence when life bowls a curve ball. It is important to consider all eventualities to ensure the ones who are near and dear to clients are always protected, no matter what.

We take the time to review what would be necessary in these circumstances to minimise the impact of any life changing event, alongside analysing any cover that may already be in place. Whether clients are looking to protect debt, education costs or lifestyle, we work with them to ensure they have the most relevant and cost-effective policies in place.

Holistic Financial Planning

Our cost effective, secure and efficient holistic financial advice is implemented through customised strategies, plans, policies and investments to give our clients peace of mind.

It is not just about monetary goals; this is about life and family and a consultative approach. This enables us to help clients to think about things they may not have considered and how plans can work together to create a cohesive timeline of advice.

IHT and Estate Planning

We work with 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 you are gone.

When specifically planning around tax we work closely with clients, and other advisers where necessary to get to know their objectives and priorities.

We will consider and plan both for the short and long term, with regular reviews recommended, particularly when the underlying tax position or your own circumstances change.

If the value of your estate exceeds the nil rate band threshold then an estate will be subject to inheritance tax.

People may have a strong view on estate planning, whether that is the preservation of their estate, creating a legacy for future generations, simply reducing the burden of the tax bill for heirs or leaving things to charity.

It usually begins with a properly drafted will, but often further planning might be appropriate such as gifting, creation of trusts, special IHT exempt or IHT efficient investments or a simple insurance policy. We work with clients to find a solution that strikes a balance between access, control, security and cost.

Tax Efficiency

Throughout the key stages in life it is important to continue to make use of tax allowances available to you in order to create the most tax efficient income possible.

As Chartered Financial Planners we have the expertise to consider how your assets can be maximised to produce the most tax efficient income for you.

Pensions – Pre & at Retirement Planning

Pension legislation has been a subject of constant change over the decades. This has made pensions an increasingly complex area for the uninitiated and has done nothing to encourage this extremely tax efficient form of savings. Getting the right guidance on pensions is crucial to making the most of the tax reliefs available.

As with many of our clients, it may be that pension income on its own will not always provide the income for the lifestyle clients aspire to in retirement. Retirement planning therefore often means exploring other tax efficient structures and investments to complement the income from the pension pot, while making sure pension arrangements are at their most efficient. We work with clients to find answers to questions like – How much do you need to save to have the income to support your lifestyle in retirement? What about leaving a legacy?

Retirement is no longer confined to a fixed time in life. Increasingly, people are choosing whether they will retire earlier or later than usual, or whether they will gradually ease into it.

Whenever and however clients choose to retire, it is a time in life that is best planned for well in advance.

We put people in control, giving you as much flexibility as possible and we encourage our clients to think about the three stages of retirement planning:

Pre-Retirement

It's never too early to start thinking about retirement and getting accustomed to the discipline of saving which will reward you later in life.

The key to successful retirement planning is taking the right actions whilst working so that when clients want to stop working, either completely or gradually, they have enough money to allow them to live the life they seek without the fear of running out.

At Retirement

Making the right choices (and there are many to consider) at the point they wish to retire is all important as some are irreversible.

We will help clients navigate the range of complex options and recommend the right solution to meet their objectives in retirement.

In Retirement

Rules and regulations change, as do requirements, and markets are sometimes volatile. Therefore, reviewing choices on a regular basis to make sure clients keep on track is essential.

Moreover, the solution put in place at retirement may be one that necessitates a regular check to ensure it continues to meet their needs.

Some people want to travel the world or take up a new hobby when they retire. Others see it as a perfect opportunity to volunteer with a local charity or start their own business. Whatever clients are planning for in the future we can help them to make the most of their pension and other investments and achieve the retirement they want and deserve.

Investment Proposition & Philosophy

Fusion Wealth offer a discretionary fund management investment solution which may be recommended if it is suitable, this service consumes research services from RSMR. The Fusion Wealth discretionary fund management investment solution, offered under the brand “Schroders Investment Solutions”, may contain funds associated to the Schroders Group where the funds help to meet the objectives of the model, Fusion Wealth also offer a range of investment funds.

For clarity the use of Schroders Investment Solutions is not mandated and would only be used where it is a suitable solution to meet your financial objectives. All recommendations are made for the best interest of our clients, not the business, and Benchmark Capital group aims to create cost effective solutions and efficiencies which can benefit both consumers and our members. A board of directors have been appointed to maintain oversight and control of the companies within Benchmark Capital, and procedures are in place to monitor and safeguard our consumer’s best interests.

Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs. We choose to outsource investment management to professional money managers. Our skill is in selecting which ones to blend together to build portfolios aimed at meeting your goals. We have the time and professional skillset to monitor your investments and the investment managers. 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.

Where suitable, we may recommend a third-party discretionary fund management service to run your investments on a discretionary basis, this means that your portfolio will run in real time as there is no need to advise you every time an underlying change needs to be made. The obvious benefit of this approach is that trading can be done easily and efficiently and dealing charges will, in most cases be reduced.

Advisory Services

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.

Non-Advisory Services

Life Goals Planning

- To help clients consider their short / medium / long term goals in life and provide financial solutions to help them in their plans to achieve these goals.

Financial Coaching

- Financial Coaching can add value at various times throughout the financial planning journey and help you to make considered financial decisions.
- Amounts to invest to meet your goals
- How and when to release capital or take income
- Reassurance in volatile market conditions
- Understand how markets work and the journey you can expect
- Understanding legislation and tax changes
- Financial coaching – professional sense check – behavioural guidance - we help to take the emotion out of financial decision making and helping clients avoid falling into common mistakes.

Technology

One of the reasons we chose to work with Benchmark, was their technology. Something they have won numerous awards for. Ultimately backed by Schroders, we have every confidence that the security of our client's information within Benchmark's client management technology systems, is in very safe hands. This decision is something we know our clients expect us to get right. It's incredibly important to them and a reason they feel safe working with us.

Benchmark's online client portal – Wealth Platform, enables clients to have their own secure access to their financial details, plans, policies and investments, which is both convenient, and gives them confidence, safe in the knowledge that the implementation of their plans had been followed.

Adviser Training Programmes

Our advisers and staff keep themselves abreast of changes and developments relevant to the financial services industry, and our clients. Supported by Best Practice, to ensure a depth of knowledge, and awareness and understanding of regulatory requirements. Advisers are part of the Best Practice CPD programme, which informs them and monitors their engagement with relevant material and structured learning.

General Value Statements - Tangible and Intangible Benefits

- Working with a professional financial planner provides expertise and peace of mind
- We 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.
- List the marketing communications you provide to clients, including generic and targeted communications, and how they add value.

Summary

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We give focused advice on specific areas or technical matters, tailored to individual requirements. We do not need to handle every aspect of our clients' financial interests, but we are able to provide an all-encompassing service if required, to help to achieve clients' financial and personal objectives.

We use market leading technology, systems and processes to support our services. Our clients can monitor and review all their investments and policies via our client portal.

Working with our established network of select trusted professionals across specialised fields ensures that we draw on the expertise of the best people and businesses in their respective sectors to provide the best outcomes for our clients.

Our fees are based wholly upon the provision of our qualified and professional expertise, the time taken to analyse circumstances and devise an appropriate strategy going forward, the design of an appropriate summary report to communicate this strategy to clients, and our firm's exposure to regulatory, commercial and financial risk.

We also provide a trusted relationship that gives considerable tangible and non-tangible benefits to our clients.

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

Important information: Hedgehope is a trading name of Hedgehope Limited (Reg. No. 14170571) and is an appointed representative of Best Practice IFA Group Limited, which is authorised and regulated by the Financial Conduct Authority (FCA No. 985184).

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