

BWM 

Beaulieu Wealth Management Ltd.



CLIENT PROPOSITION

Consistent Quality Advice

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Putting you firmly at the centre of everything we do is core to our culture and enables us to run a genuinely client-focused business. If we do this well, we believe that not only will you remain a client, but that you may also become an advocate for the company.

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The essence of our business is the provision of personal face-to-face financial advice

The Beaulieu Wealth Management Group is located in Harlow Essex, and we have been providing personal and corporate financial planning solutions for our clients since 1988, offering a diverse portfolio of high-quality financial services.

At the heart of our business are the two Directors, Kevin Attwell and Ian Nicholson, who bring together some of the most experienced and highly regarded professionals working in financial services today, with an average of 25 years in the industry.

Whilst all of our Advisers are experienced, some have expertise in specific and more technical areas. If your circumstances require additional expertise, they will consult with and, if necessary, introduce a specialist colleague, providing a complementary service and a fresh perspective. Relationships are important; being able to call upon the services of an adviser who understands your personal circumstances enables you to benefit from a source of trusted advice as your financial needs evolve over the years.

Our relationship-based advice service means that we are committed to helping you manage your finances in a way that reflects your current situation.

Putting you firmly at the centre of everything we do is core to our culture and enables us to run a genuinely client-focused business. If we do this well, we believe that not only will you remain a client, but that you may also become an advocate for the company.

WE AIM TO DELIVER ON OUR COMMITMENT TO YOU BY:

- Providing personal face-to-face financial advice from an experienced BWM Adviser
- Giving you the opportunity to review your financial affairs regularly
- Ensuring that your investments are managed effectively
- Ensuring that our correspondence and literature is clear and easy to understand

- Listening to your feedback
- Ensuring that our dealings with you are sensitive to your needs. We want your experience of BWM Ltd to be positive in every sense and for all of your dealings with our Company to meet with your complete satisfaction.

BECOMING A CLIENT

However you come into contact with Beaulieu Wealth Management Ltd, our first priority will be for us to get to know each other. This will involve you meeting with one of our Advisers so that they can spend time understanding your personal circumstances and your future financial objectives, taking you through our unique Wealth Wheel.

It may take several conversations before we know enough about you to advise on the appropriate course of action and before you know enough about us to want to become a client. Taking time to get to know each other in this way builds trust and helps us to establish a long-term relationship with you.

When your Adviser fully understands your requirements, they will recommend options that will help you to achieve your goals. They will also consider whether additional planning (for example, tax planning or the use of Trusts) could help you to arrange your investments more efficiently.

Our approach is to be open in all of our dealings with clients, therefore your Adviser will explain our charges, your statutory rights and any protections that apply, and they will also confirm all of their advice in writing. We all prefer to do business with someone we both like and trust. We hope that your BWM Ltd Adviser can be that person for all of your mortgage and financial planning needs.





Our services

PENSIONS

PREPARING FOR RETIREMENT

One of the biggest goals in life is a happy, comfortable retirement. At whatever age you plan to stop working, you will want to ensure you have enough money to go with your new-found freedom. Perhaps your aim is to have paid off your mortgage, go travelling, or buy a cottage by the sea, but it's worth knowing that even the small financial decisions you make between now and then could affect your ability to retire when and how you want. A regularly-reviewed financial plan, starting now, will keep you on track to achieve whatever aims you set yourself.

YOUR FUTURE STARTS NOW

With all the publicity in recent years, it's easy to think that finding enough to live on when you retire will be a struggle. While it's true that a badly-planned retirement can lead to difficulties, the quality of your future life can be greatly improved by your actions now, and you can take complete control of the outcome. A properly structured financial plan, with the right pension or investment in place, can set you on the road to a fruitful and happy retirement.

MORTGAGES

Mortgages in the UK are distributed via the intermediary market, direct from the lender or specific channel. The choices are often confusing if not overwhelming and getting impartial advice is by far the best way of finding an arrangement that best meets your needs.

If you are an experienced buyer or purchasing for the first time or just looking to re-mortgage your property we can help find a solution. We can be creative and think outside of the box. These

days it is not unusual for parents to provide more help financially. Pooling resources can often be the leg up that makes it all happen. Mortgage products and criteria change frequently to reflect the market place and intermediaries rely on sophisticated sourcing systems to differentiate between products and determine the best product that suits the applicants needs. This does not necessarily mean the best headline rate!

INVESTMENTS

Many of our clients share the key objective of building the value of their capital, but their approaches to savings and investments vary considerably.

At Beaulieu Wealth Management, you will have access to our detailed Attitude To Risk profile. Your responses to some simple questions will allow us to establish your attitude to risk versus reward and we can then use this to create an investment strategy that matches your outlook.

For example, an "Adventurous" client may be happy to take greater risks with their money in the hope of receiving greater returns. If you are a more "Cautious" client, you may well be happy with lower returns and a greater degree of security. It may be you want to be able to have a mixture of the two and by matching your investments to your attitude to risk, you can be sure that the products chosen are right for you.

Our products include Managed Funds from Intrinsic Asset Management. These funds are regularly monitored by our chosen fund manager Henderson's, which has an excellent reputation in the fund management world.

Continuous monitoring ensures that poorly performing assets are quickly replaced and returns meet the expectations set by our



investment committee. For the more experienced investor, we also offer the opportunity to build a portfolio of external managers and funds that you feel meet your investment objectives.

We will review your investment strategy and portfolio on an ongoing basis, making adjustments and rebalancing as your or market circumstances change. By offering you the experience, quality and flexibility of the Beaulieu Wealth Management team, you can look forward with confidence to building a long-term investment strategy.

PROTECTION

LIFE ASSURANCE & CRITICAL ILLNESS

The financial consequences of having a critical illness or dying prematurely can be catastrophic! Approximately 40% of adults do not have any form of life or critical illness protection in place!

One in four adults will suffer a critical illness before the age of 65 and one in three are at risk of developing some form of cancer. Approximately half of all deaths in the UK are caused by cancer or heart disease.

(Source: Office of National Statistics)

More than 1 in 3 people in the UK will develop cancer at some time in their lives.

(Source: Cancer research UK May 2004)

BUT OF COURSE IT WILL NEVER HAPPEN TO YOU!

We all tend to assume we will live a long and fruitful life. We do not consider the impact and consequences our death would have on our loved ones. Maybe in these busy times it is one area of our life we just don't think about. Who wants to think about the consequences if we are not around to support our family?

However dealing with such issues provides a little peace of mind knowing that in the event of misfortune, your loved ones can be financially protected and avoid financial hardship. Most people may already have some form of financial protection in the shape of mortgage protection. However it is important to consider the wider financial implications, especially if you have a family and are the main earner.

There are a number of different products currently on the market and life assurance does not have to be expensive. Over the years with increased medical science, life expectancy on the increase and a little more competition, premiums have reduced. With the increased competition, new innovative products with more flexibility are being used for people with different or specific needs.

Even if you have some protection in place already, with your ever changing family and financial situation, it's even more important to review your current arrangements to ensure your protection needs are fully covered. It may be that your situation has not been reviewed for some time, you may be paying more than you really need too. We can provide an assessment of your needs with a qualified adviser who can discuss your requirements and provide recommendations to suit your individual circumstances.





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At Beaulieu Wealth Management, our ‘map’ is our Wealth Wheel and our guides are our experienced advisers waiting to help you achieve your goals and aspirations.

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The Beaulieu Wealth Wheel

OUR HOLISTIC APPROACH TO FINANCIAL PLANNING

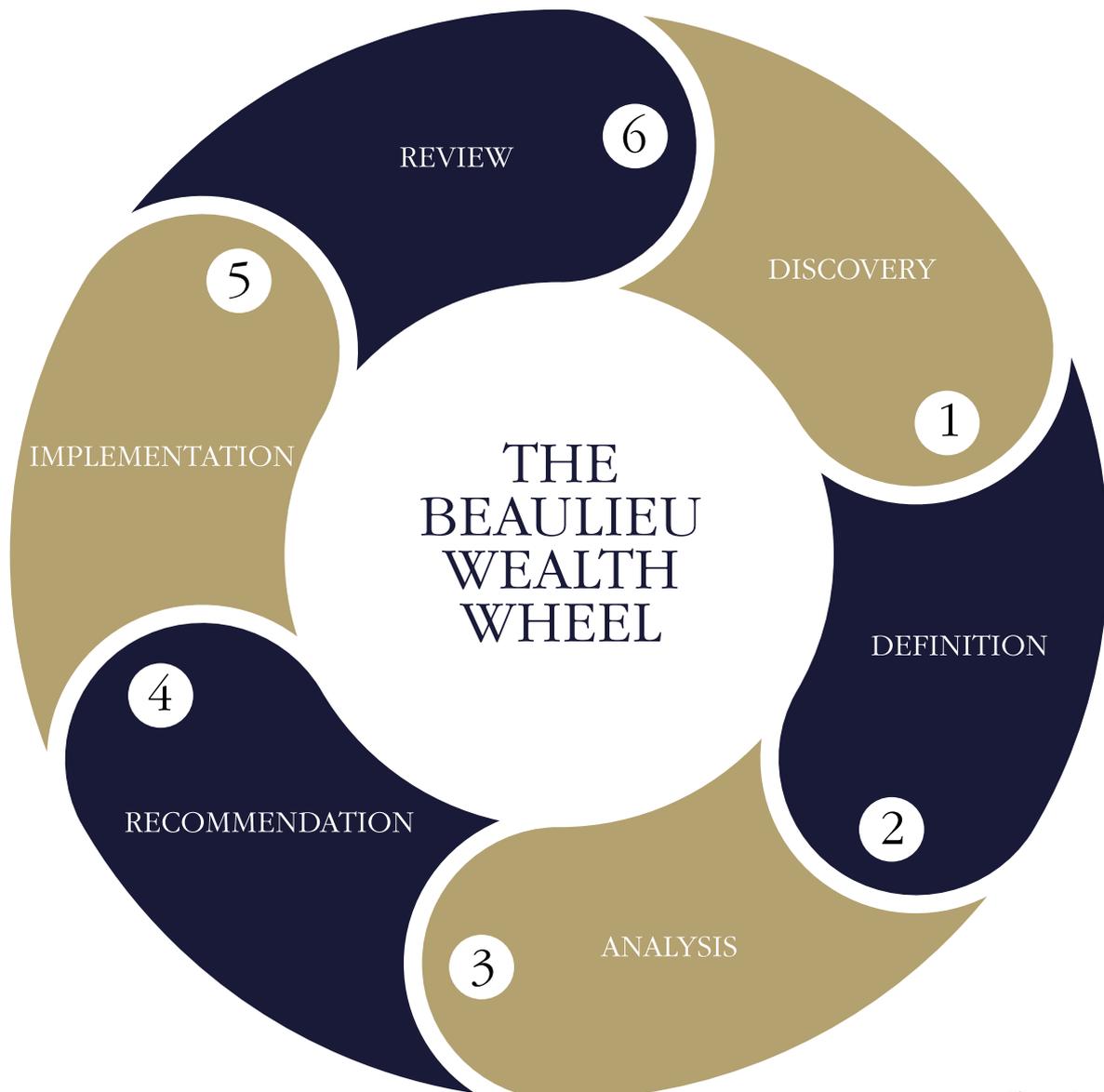
Every journey needs a pathway or guidance, otherwise it's just sheer luck if you end up at your intended destination. At Beaulieu Wealth Management, we believe financial planning is a journey and, as with all journeys into the unknown, you need to have a map and guide to help make sure you take the right track.

At Beaulieu Wealth Management, our 'map' is our Wealth Wheel and our guides are our experienced advisers waiting to help you achieve your goals and aspirations. Because everyone's situation is unique, we need to ensure we know where you are now and where you want to be before we can help you plot a route to help you reach the end of your financial path.

HOW DO WE DO IT?

The objective of the advice service that we provide is to put in place product solutions to enable you to meet your financial goals and then regularly review the performance of those solutions to help you to remain on track. In order to achieve this, we follow the process set out below, which is broken down into six stages:

- Discovery
- Definition
- Analysis
- Recommendation
- Implementation
- Review



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At the ‘Discovery’ meeting, you will receive our financial health check questionnaire, together with a risk profile questionnaire, as we think it’s important to take some time to understand your feelings towards your finances and your views on risk.

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The Beaulieu Wealth Wheel *(cont...)*

DISCOVERY: INITIAL CONSULTATION

The purpose of this is to identify your personal needs and objectives, establish what benefits would result from using our services, outline our associated costs and give you the opportunity to appoint us.

At the 'Discovery' meeting, you will receive our financial health check questionnaire, together with a risk profile questionnaire, as we think it's important to take some time to understand your feelings towards your finances and your views on risk. It also gives you the opportunity of letting us know if there are any specific concerns you may have.

DEFINITION: FACT FINDING

This could involve a specific review of your current arrangements and circumstances in relation to particular issues you feel require attention or could involve your entire financial situation. Any or all of the following issues could form part of our review service, and we would agree this at the initial consultation. When armed with this information, we will be able to help develop a clear picture of your current position and circumstances, in effect 'where you are now'.

INVESTMENT REVIEW

An objective assessment of your risk tolerance and complete review of existing investments held, including the interest rates applicable on cash deposits.

PENSIONS REVIEW & RETIREMENT PLANNING

A review of existing pension arrangements, guidance on generating income in retirement, including conventional annuity purchase, investment-linked annuities, capital protected annuities, impaired life annuities and more.

PROTECTION REVIEW

An assessment of any life or health protection policies in place, the level of cover provided and any identified shortfalls.

ESTATE PLANNING REVIEW

A review and assessment of the impact of Inheritance Tax on your estate and possible solutions to mitigate this.

LIFESTYLE FINANCIAL PLANNING

Creation and implementation of a strategy to enable you to achieve your objectives, which may include solutions for repayment of borrowing/mortgages, saving for school/university fees or investing for other specified goals.

The first part of this meeting is broad and fairly general – an overview that sets the scene. We see this as a worthwhile investment of our time, and as such the cost will be at our expense.

The second part of the meeting will see your adviser obtaining the 'hard facts', which together with your earlier discussions will allow us to understand your feelings towards your finances, views on risk, your aspirations, ambitions and objectives, in effect 'where you want to be'.

ANALYSIS: RESEARCH

Following the initial consultation (and assuming you wish to continue), using the results of our review process, we will then carry out product research to enable us to identify the most suitable recommendations to help you to achieve your personal financial needs and objectives.

In essence, it's a financial survey to check the foundations are in place so that we can start building a financial strategy. We then use the results to produce a written recommendation and list of agreed priorities that address specific points of concern.

RECOMMENDATION

This follow-up meeting is where the Beaulieu adviser will present a holistic financial planning report, detailing the results of our research and personal recommendations including specific product solutions based upon the findings during the Analysis & Research process and discussions held during the Definition phase. Having been presented with our recommendations, hopefully you will have a better understanding of your financial position and will know how it fits in with your short and long-term goals and aspirations.



The Beaulieu Wealth Wheel *(cont...)*

IMPLEMENTATION

This process only begins once we have your agreement on the arrangements to be put in place. This involves arranging investments or other products on your behalf, as required, and may extend to implementing a specific financial planning process, such as estate planning. We will act as the intermediary between the product provider(s) and you, with a view to arranging the purchase of the Retail Investment Products as we have agreed.

ONGOING REVIEW SERVICE

An ongoing relationship with our clients has always been integral to our business, as we believe that it can add significant value to both individuals and businesses.

Dependent upon client circumstances, the ongoing relationship may vary, but the main purpose of this is to monitor your ongoing position to ensure that the products continue to meet your requirements.

Through regular reviews, we can also develop our planning strategies over time to take into account your changing

circumstances and objectives as well as developments in economic conditions, legislation (taxation, etc.), new ideas and financial products. Elements of ongoing service can include the following:

- Up-to-date valuation of all investments held, quarterly, six monthly or annually
- Telephone and email access to your adviser, along with a face-to-face meeting to review your affairs at pre-determined intervals
- An assessment of your investments and pensions with an assessment of the individual funds held and guidance as to whether more suitable products / funds are available in the market.
- Guidance regarding the minimisation of your income and Capital Gains Tax liabilities in relation to your Investments as well as how to restructure your holdings to mitigate the effects of Inheritance Tax on your estate
- Advice regarding changing pension legislation and the opportunities and threats created by this



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Services & Costs

INITIAL SERVICES & COSTS

Charges for the design, production and implementation of a financial strategy are calculated as follows:

IN RESPECT OF LUMP SUM INVESTMENTS AND SINGLE PREMIUM PENSIONS

The charge is calculated according to the size of the transaction, and as discussed and agreed with your adviser, as set out below:

INITIAL CHARGE

- 1%–5% up to £150,000,
- 2%–3% from £150,001–£300,000
- 1%–3% on £300,00 plus

IN RESPECT OF REGULAR PREMIUM INVESTMENTS (FOR A MAXIMUM 12 MONTHS' PREMIUMS)

The charge is calculated according to the size of the transaction, as set out below:

INITIAL CHARGE

- 50% up to £250 of monthly premium
- 30% from £250–£500 of monthly premium
- 10% from £500 pm and above

ONGOING SERVICES & COSTS

Set out below are the detailed elements for the indicative levels of ongoing service that we carry out with our clients. You can if you wish to add or enhance levels of service with your adviser if you feel appropriate. Our charges for these services can be seen below.

INITIAL SERVICE: a straightforward advice service typically centered on immediate client issues and needs that require initial analysis, and recommendations with ongoing limited advisory updates and awareness for client peace of mind.

PREMIUM SERVICE: a more comprehensive service aimed at initial analysis, recommendation and implementation in

line with client's immediate needs, with ongoing review and recommendation service to adapt to clients' changing needs and circumstances.

EXECUTIVE SERVICE: where clients' portfolios grow in terms of value, and potentially complexity, these need to be managed and reviewed appropriately. Building on the Financial Planning service above, this service offers more frequent review and opportunity to ensure clients are kept informed of performance and maintained in line with clients' circumstances and objectives. This may well include consultation with other specialist advisers.

ADDITIONAL SERVICES & CHARGES

Should you require any additional services or bespoke work carried out over and above our recommended service standards, we apply a £150 charge per hour. Prior to any work being agreed and carried out, we will give an indication of the approximate amount of time that these tasks might take. These additional charges might be paid by single payment of via regular monthly retainer payments.

PROTECTION ASSURANCE

For Protection Assurance which incorporates Life Assurance, Income Protection & Critical Illness products, we are paid a commission by the product provider if you take out a plan.

MORTGAGES

A fee of £350–£1,000 payable on application/completion only. We will also be paid commission from the lender/company. The level of charge will be dependent upon amount of work involved.

GENERAL INSURANCE

For General Insurance products that include Home Buildings and Contents, Commercial, Professional Indemnity, Employers Liability, Landlord cover and BLT properties, we are paid a commission by the product provider if you take out a plan.

All the fees outlined will be payable on completion of the work, and VAT will be charged where appropriate.



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We believe that focusing on the strength of the relationship between Advisers and clients, and building on the success of our approach to financial management, has made Beaulieu Wealth Management the company it is today.

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Your views

As you will be in regular contact with your Adviser, we would encourage you to discuss any feedback that you have with them in the first instance, whether this is positive or negative. We make sure that we give our Advisers plenty of opportunity to pass on your views to us.

We encourage Partners to solicit client feedback, as it helps us to monitor how we are doing and lets us know what we and they may need to change in order to provide a better service.

We also consult with clients directly through satisfaction surveys, which are sent to every client when new business has been completed.

We believe that focusing on the strength of the relationship between Advisers and clients, and building on the success of our approach to financial management, has made Beaulieu Wealth Management the company it is today.

We are committed to developing these two principles further, as they create an environment which makes Beaulieu Wealth Management a great company with which to do business.

Now that you have a greater understanding of what you can expect when you become a client, we hope that you will see Beaulieu Wealth Management as a company you would trust with all of your financial planning needs.

We look forward to welcoming you as a client.

ON GOING SERVICE PROPOSITION	INITIAL SERVICE	PREMIUM SERVICE	EXECUTIVE SERVICE
Level of Funds under Management	<£100k	£100k - £500k	500k+
Half Yearly Face-to-Face review meeting. Covering Assessment of personal Circumstances Review of Goals & Objectives Review of Investment performance & holdings Valuations & Investment commentary Reassessment of Risk Profile & Asset Allocation Fund Switching & Rebalancing as appropriate			X
Annual Face-to-Face review meeting. Covering Assessment of personal Circumstances Review of Goals & Objectives Review of Investment performance & holdings Valuations & Investment commentary Reassessment of Risk Profile & Asset Allocation Fund Switching & Rebalancing as appropriate		X	
Regulatory and Taxation updates		X	X
Annual Valuation	X		
Annual risk profile questionnaire	X		
Annual Telephone Advisory Update	X		
Option for additional reviews	X	X	X
Quarterly E-Newsletter facility	X	X	X
STRATEGIC SUPPORT SERVICES			
Telephone and email access to professional adviser	X	X	X
Dealing with inquiries & changes to your plans	X	X	X
Liaising with providers on your behalf	X	X	X
Access to estate & long term care planning services	X	X	X
Personal introduction to professional legal services Personal introduction to professional accountancy services Liaising with your other professional advisers i.e. legal, accountancy.	X X	X X	X X X
Annual Service Charge	0.5%	0.75%	0.75% - 1%





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