

ABOUT OUR SERVICES AND FEES

This document forms part of our agreement with you. For your own benefit and protection, you should read About Our Services and Fees carefully before signing our Client Agreement. If you do not understand any point, please ask for further information.

1. Whose products do we offer?

Investment

- ☒ **Independent advice** – We give advice in relation to investment products based upon research of a sufficiently diverse range of products available within the market.
- ☐ **Restricted advice** – We give advice in relation to investment products based upon research of a range of products available in the market, but we do not consider all providers or products in the market. [Insert wording explaining the basis of your restriction.]
- ☐ **Non-advised service** - You will not receive a personal recommendation from us. We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.

Insurance

We are insurance intermediaries and we act for you, the customer.

- ☒ We give advice in relation to contracts of insurance on the basis of an unlimited analysis of the market.
- ☐ We give advice in relation to contracts of insurance from a limited number of insurers. We will provide the list of the insurers we offer insurance from upon request.
- ☐ We give advice in relation to contracts of insurance from a single insurer.

Home Finance Products

- ☒ We give advice in regulated mortgage contracts from the whole market.
- ☐ We give advice in regulated mortgage contracts from a limited number of lenders. A list of lenders we use is available upon request.
- ☐ We give advice in regulated mortgage contracts from a single lender.
- ☒ We give advice in consumer buy to let mortgage contracts.
- ☒ We give advice in business buy to let mortgage contracts.

- ☐ We do not give advice in deals that you can only obtain by going direct to a lender.

2. What will you have to pay us for our services?

Investments

1. You will pay for our services on the basis of the work undertaken for you. We will discuss your payment options with you and answer any questions you have. We will not charge you until we have agreed with you how we are to be paid.
2. Please note that depending on the type of product, there may be other costs or taxes that are not paid through us or imposed by us.

Non-Advised Services

3. We do not have a set cost or charge in relation to non-advised services. The amount you will pay will be dependent upon the type of transaction and value of the transaction that you engage us to implement. We can be paid in the form of a fee payable by you or by commission paid by the product provider. If you choose for us to be paid by commission this does not mean you are not paying us, as the commission paid will be reflected in the charges that the provider makes against your transaction.
4. We will discuss your payment options with you and answer any questions you have. If we are to be paid by commission, we will tell you the amount we will receive. If we are to be paid for implementing a transaction by a fee payable by you, we will not complete any business until we have agreed with you how much this will be and how we are to be paid.

Advised Services

5. You will pay for our services on the basis of the work undertaken for you. Generally, this will relate to the advising on and arranging of financial products on your behalf.
6. We will discuss your payment options with you and answer any questions you have. We will tell you the specific amount payable before we carry out any chargeable work for you.

The Cost of Our Services

7. Our standard charges are broken down as follows:

Service	Adviser Charge	Note
Initial meeting To explain what we do and to obtain information about you that will allow us to establish if we can assist you and indeed that you would like our assistance.	£nil	We do not charge a fee for this service. At the end of the meeting we will agree how you wish to proceed
Financial Health Check A financial review report containing a full analysis of your current financial, personal, and other circumstances and identification of any shortfalls in your financial plans.	£510 (which is 3 hours' work at £170ph)	Where you elect to instruct us to provide you with our Personal Recommendation Service this fee will not apply
Personal Recommendation Service Provision of a detailed and specific recommendation or recommendations report on how best to address any shortfalls in your financial plans and identifying suitable solutions to your financial aspirations.	Hourly rate is £170 per hour and we will give you an estimate of how many hours we estimate any recommendation will take before work is undertaken.	Where you instruct us to provide you with our Implementation Service, we will offset any implementation service fee against this fee.
Implementation Service Implementation of any agreed personal recommendations.	Where an investment product is implemented Essential IFA will charge 3% of any Lump Sum.	For example, for every £20,000 invested we would charge £600
	Regular premiums. E.g. 3% of annual contributions.	For example, for every £20,000 invested we would charge £600
Offsetting: (1) Where the remuneration from our Implementation Service is greater than the fee for our Personal Recommendation Service, we will use the Implementation Service fee to offset the full amount of the Personal Recommendation Service fee. (2) Where the Implementation Service fee is less than the Personal Recommendation fee, we will use the Implementation Service fee to offset part of the Personal Recommendation fee.		

Note: VAT may apply in some circumstances. We will tell you if VAT is to be paid.

Your Payment Options

Settling your adviser charge through a single payment

8. Whether you buy a product or not you will be required to pay us an adviser charge for our advice and services, this will become payable on completion of our work. You may decide to settle your adviser charge by way of a single payment either by cheque, debit card, credit card or bank transfer. Where you have purchased a product you may also have the option of paying our adviser charge by a single deduction from the product.

Settling your adviser charge by instalments

9. In the case of regular premium products, you may have the option of paying our adviser charge over an agreed period of time but within 12 months of our advice. We will agree with you the amount and timescale of payment that is best for you. The instalments only cover the adviser charge and will not cover the cost of any ongoing service, which will be agreed with you separately.

a. ***Paying by instalments through your recommended product***

Some regular premium product providers will accept your specific instruction to pay our adviser charge from the product you have purchased. They will require you to instruct them of the amount to be paid for each instalment and the number of instalments to be made.

While this option means that you will not pay us upfront, it does not mean that you are not paying us. Our adviser charge will be paid indirectly through the product deductions and these deductions could reduce the amount left for investment.

b. ***Paying by other arrangements***

We can facilitate payment by instalments through a direct debit or standing order agreement.

Keeping up with your payments

10. It is important that where you have decided to pay your adviser charge by way of instalments, you keep up with your payments. Where you do not keep up with your payments, the total outstanding amount will become immediately payable on demand.

Payment for ongoing services

11. Any ongoing service is optional.

12. We provide face to face and telephone levels of ongoing service. Where you request and we agree to provide an ongoing service to you there will be an additional charge for this. We will confirm the rate, frequency and length of this ongoing service before it starts.

Service Level	Minimum AUM	%
Financial Awareness Service	£25,000.00	0.75%
Financial Planning Service	£25,000.00	0.75%
Wealth Management Service	£25,000.00	0.75%
Bespoke	By Negotiation	

13. Please note that if you pay for ongoing services on a percentage basis the amount we receive may increase as the fund value increases, and conversely reduce if the fund value falls.
14. The ongoing service charge can be paid by way of a deduction from your investments or by direct payment from you under a bank transfer, direct debit or standing order as an annual or monthly payment schedule. Any payments will be payable in advance of us providing the review service in each period.
15. An ongoing service can be cancelled by either party by providing 30 days written notice of cancellation. This will be subject to the delivery of any outstanding items by us, and any settlement of monies due for the ongoing service by you.
16. Please note that VAT may apply to our ongoing service fees. We will tell you if VAT is to be paid.

Insurance

- ☐ A fee.
- ☒ No fee. We will receive commission from the insurance company selected for life assurance and non-investment insurance.
17. Where the chosen provider pays us commission for introducing you to them for life assurance or non-investment insurance, we will tell you the amount we will receive which may be a percentage or a flat fee of the total annual premium.
18. You will receive a quotation which will tell you about any other fees relating to any particular insurance policy.

Home Finance Products

- ☒ No fee. We will be paid by commission from the lender.
- ☒ A fee of £500 payable immediately and 0.25% of the loan amount payable on completion. For example, for a loan amount of £150,000, the amount payable on completion would be £875. We may also be paid commission from the lender. Subject to a maximum fee of £1,500.00

- 19. Where the chosen lender pays us commission for introducing you to them for the mortgage, we will tell you the amount we will receive.
- 20. You have the right to see the potential commission payable to us by different lenders, which will be made available to you upon request.
- 21. You will receive a European Standardised Information Sheet (ESIS) when considering a particular mortgage or home purchase plan, which will tell you about any fees relating to it.

Refund of fees

- 22. If we charge you a fee and your mortgage does not go ahead, you will receive:

- ☐ A full refund
- ☒ No refund.

Indemnity

- 23. If a fee for our services is to be deducted or a commission paid from a recommended product, should the product not proceed or be cancelled and this results in the non-payment of the fee or commission, the amount outstanding will be payable by you directly.