



**CASTLE**  
FINANCIAL SERVICES  
(SOUTH EAST) LIMITED

*Independent Financial Advisers*



## A GUIDE TO OUR SERVICES

Castle Financial Services (South East) Limited provides independent financial advice for both individual and corporate clients. John Collett the Director of Castle Financial Services (South East) Limited, became a Financial Adviser in 1996 and set up Castle Associates working from Barham Court in 1999. On the 9th February 2006 the company was incorporated and the company was registered as Castle Financial Services (South East) Limited. Castle provides independent financial advice for both individual and corporate clients, we provide a wealth management service, designing investment portfolios developing long-term relationships with our clients and providing for all of their financial needs over many years.



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Castle Financial Services (South East) Limited would like all of our clients to understand the service we provide and for you to be clear what the terms of our offering is, we aim to share our commitment to you providing clear and transparent details on how we work and what we can do for you.

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The purpose of this document is to:

- Give you information about our business and services so that you know what to expect when working with us.
- Reassure you about how we are regulated, and what security and peace of mind you can expect to receive.
- Link to our Terms of Business document, where more specific information can be found regarding our fees and services.
- We aim to do this by helping you understand:

The areas in which we can advise you.

- The marketplace we will visit in order to deliver our advice, research and recommendations.
- The security, protection and peace of mind you can expect.
- The proven process we use to deliver the solutions you need.
- The value we add to you now and in the future.

The Director and Principal Independent Financial Adviser John Collett has been a financial adviser since 1996 and prior to then was a Bank Manager. With the experience gained over the years clients benefit from the vast range of knowledge and with the support provided by the rest of the team at Castle Financial Services we are confident you will receive among the best service and advice available.

John says, “I believe strongly in Castle’s process for investing money for our clients which has evolved over the years and I take pride in the portfolios that I have built since 1999 for my clients. We have built up a large loyal client base who value the advice we provide.”



John lives with his family in a small village near the office. In his spare time John is a Scout Leader and manages a local youth Football Team. John is also a keen car enthusiast, enjoys cooking, regularly runs marathons and is aiming to run one in every European Country.



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## Looking for Financial Advice?

We can help with

Investments  
Portfolio Design  
Retirement Planning & Pensions  
Wealth Management  
Inheritance Tax Planning  
Trust Advice  
Income Planning  
Financial Planning

*The Financial Conduct Authority does not regulate Taxation and Trust Advice or will writing.*

## Looking for General Insurance Services?

We can help with

Home & Contents Insurance  
Commercial & Business Insurance  
Public & Professional Liability



## We provide independent advice that is not restricted.

- After we have assessed your needs, we will advise and make recommendations for you.
- Our recommendations will be made on a comprehensive and fair analysis of the market.

**The financial world can be extremely complex. Analysing and monitoring the enormous diversity of products, funds, wrappers and platforms is important. It ensures you obtain the best solution each time we review your current provisions and objectives.**

Having worked with a wide range of clients in all areas of financial planning, being independent is how we believe financial advice should be provided. We feel that only by being independent can we deliver a comprehensive and fair analysis of the market for you.

We will provide you with a personalised research service. Over the years I have developed relationships with many companies and have been able to secure enhanced rates with many of these for my clients which greatly helps in keeping costs down. While we will research the whole of the relevant market directly for you, using various tools at our disposal this makes sure our service is of the highest quality and that it remains up-to-date and appropriate to meet your needs both now and in the future.



## Financial Partners For Life - Our Ongoing Service

You do not have to choose an ongoing service with us, although we believe you should review your plans regularly. You decide the level of service you need and how often you need it. We will confirm this to you in writing, explain the fees involved and how and when you need to pay them. This will be discussed in more detail in our meeting.

We strongly recommend that clients check the progress of their plans once a year to make sure they're still on track to meet their goals. Having a planning meeting means you don't miss out on any of your allowances and you find out if you are affected by any changes in legislation or taxation.

1. Keeping you informed: We will only send you information which we feel is useful to you.
2. Plan review and valuation milestone: A milestone check ensures your plans are still on track to achieve your goals.
3. Personal safety net: This ensures that your income and assets are not affected by changes in taxation or legislation. We deliver this part via your next financial planning meeting, in the format that suits your lifestyle the best, such as face-to-face, by phone or using screen share technology. We will confirm your options in our Terms of Business and Authority to Proceed documents.

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Virtually all of our clients select to take advantage of our Ongoing Service, this helps them to ensure that they are getting the best from their Investments and Pension plans and that the portfolio they are invested in is the most up to date that we are recommending.

All we ask is that when you would like to review your plans is that you contact the office (01622 618609) to arrange an appointment. Generally the review appointments are held at the office in Barham Court, Teston but we can also arrange to see you at your home or office if you prefer, if this is the case please request this when making the appointment.

Our clients have a review about once a year, this is important to review your investments formally but you can be sure that we will be regularly reviewing the portfolios and contacting you if we think something should be altered. Our ongoing service details are shown in the Initial Disclosure Documents we have provided but for investments and pensions the cost of this service is between 0.85% - 1.00% of the funds that we are advising on. We will also keep you informed either via email or post if anything important crops up that you should be aware of, such as legislation changes or alteration to taxation rules.

## Our service and what we do

Before we provide any financial advice to any individual or company we will make sure that we know about you and your financial position, we will also get an understanding of what you are attempting to achieve. Our advice will be based on you or your company and will be bespoke to your situation.

1. **UNDERSTANDING YOU** - By gathering information from you we will find out about any plans you already have in place. Then by exploring your attitude to risk and return, and your hopes and aspirations, we will build a picture of what you want to achieve. At this stage you will find out what to expect from us and how you will benefit from using us. We do not usually charge a fee for this stage.
2. **PLANNING** - We'll explore and research various scenarios, advise on your existing plans. We will then recommend how you can build on your existing plans so you give yourself the best chance of achieving your goals.
3. **IMPLEMENTATION** – Our clients generally ask us to carry out the necessary work to put your plan into action. This will save you a lot of time and effort and ensure your plans are set up correctly. We will charge you a fee for doing this, which we will explain to you. Alternatively, you may decide to implement our recommendations yourself, in which case we just charge you for our time and advice.
4. **REVIEW** - Nothing stands still, so it makes sense to review your plans regularly. We suggest you do this annually, if you want a face-to-face review please advise us and we will be happy to meet up and review your plans. We can also review your plans via the telephone, video conference or via email, just let us know what you would prefer. This way you will find out if your plans are affected by changes to legislation or taxation, we will also review your portfolio or investment funds and advise if any changes are recommended. You will also hear from us if we have something that we feel will interest you.



You will receive clear details on what the total charge is, the advice or service it relates to, how we've calculated it and when you need to pay. You are not obliged to implement any of our recommendations. When advising on your investments and pensions we will ensure that these are looked after by continually reviewing your portfolio, we will advise you if we believe that there is a need to change the funds within your investment.

How do we do this?

We constantly review the funds we recommend, we decide which sectors we want to invest in, this is based on the economy at the time and our belief of what is likely to occur in the future. Meeting with fund managers, economists and continual review of the economy by Castle Financial Services (South East) Ltd. enable us to structure an opinion of how the economy is most likely to perform in the future.

In 2009 with another Independent Financial Adviser John Collett set up The Investment Committee which now has ten members from the financial world and looks after over £700 million of assets. We share the work involved in researching and analysing funds and enables us to be able to research the huge range of funds in the market place available to us to use for the portfolios. Castle Financial Services (South East) Ltd. design the portfolios utilising the research carried out by The Investment Committee and carrying out our own individual analysis too.



There are no guarantees that we will always make the correct decisions or that the choices we advise on will always be timed perfectly, but we do believe that we make our recommendations on sound economic theory and a strong understanding of the impact of changes in the economy. We will do our utmost to ensure that the timing of our advice works to your advantage.

Initially your investment will be placed in the portfolio that matches the risk that you are willing to accept, you will at any point in time be able to change your risk profile and we suggest that you regularly review the risk level by discussion with us and complete a new Attitude to Risk Questionnaire to ensure you are always invested in the correct risk level. You also can request to have a bespoke portfolio designed specifically to meet your needs and investment criteria, if this is of interest please let us know and we can ensure we build something specifically for you.

When we believe that the portfolios should be changed we will advise you. If we have taken over the advice of your investments, we will then advise if any alterations to the portfolio will be, in our opinion, beneficial for you in the future. All of our recommendations will be communicated to you in writing, normally by email.

The Value of investments can go down as well as up, due to investment market fluctuations, capital is at risk.

When advising on any matter we consider each client's situation analysing their goals and aspirations, we will then research the most effective solutions to achieve these objectives. We will continue to advise each client throughout the years ensuring that the advice provided initially is on track to achieve what it was designed to do, alterations and improvements will be advised when the need arises. Clients' plans also change over the years and we will always be available to discuss this and provide financial advice that will assist.

- We aim to provide a fully comprehensive service to all of our clients
- We are confident that we will deliver a high-quality service that will be among the best in the financial services industry
- We continually strive to improve our professionalism through personal development
- We follow the principles of Treating Customers Fairly set out by the Financial Conduct Authority
- If any material interest or conflict of interest should arise in business that we are arranging for you, we will let you know and ask for your consent before we carry out your instructions
- We like to treat our clients as we would expect to be treated. We like to hear how we've performed so please feel free to let us know. If you are ever dissatisfied with the service you've received we will do our best to put it right.

*We have a great deal of pride in delivering high quality advice and service.*

#### **If you are unhappy with our service**

If you have a complaint about your adviser, or any financial advice you have received from your adviser, please contact our complaints department:

John Collett - Castle Financial Services (South East) Limited – Complaints Department, Barham Court, Teston, Maidstone, Kent ME18 5BZ. Telephone 01622 618609.

If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service.

## Your peace of mind & protection

We subscribe to, and abide by, a number of laws and regulations that exist for your protection, confidentiality, and security.

### **These include**

- The Financial Conduct Authority (FCA) – our regulator. Castle Financial Services (South East) Ltd. will tell you if any product or service recommended is not regulated by the FCA.
- The Financial Services Compensation Scheme (FSCS) – for your financial security.
- The Data Protection Act (DPA) – to protect your confidentiality.
- The Financial Ombudsman Service – an independent and impartial body to help resolve complaints between financial businesses and their customers.
- Law – all our agreements follow the laws of England and Wales. The laws concerning property, conveyancing, trusts and power of attorney can differ if you live in Scotland or Northern Ireland.
- Financial crime – we support the Proceeds of Crime Act, and all efforts to eliminate money laundering.
- Other interests – we pride ourselves on being impartial. To avoid doubt we tell you if any conflicts of interest exist.
- Loans and ownership –we want you to know who owns us.

You can find more information in our Services and Costs Disclosure document, which you should read with this guide.

## How to pay for our services

**We want to be very clear about what you pay and how you pay so it is important that you understand how you will pay us for our services.**

Choice – you have a choice of how to pay us, whether you use our ongoing service or just use us for a one-off financial need.

Options – we will explain your payment options to you and answer any questions you may have.

Agreed advice fees – we will not charge you until we have agreed with you how we will be paid.

Transparent – you will receive a clear explanation of our total fee, the advice or service to which it relates, how we've calculated it and when you need to pay it.

VAT – because we provide an intermediation service, normally no VAT is due. However, there may be other occasions when VAT is due. If so, we will tell you.

Client money – we never handle cash.

You are not obliged to implement any of our recommendations. However, we may still charge a fee for our advice.

**Here we set out the various ways in which we might receive payment for our advice and services.**

Paying us directly - We may charge you a fee for advice. We may also receive commission from an insurance company. We do not receive a commission for Investment or Pension advice. We explain our fees in our Terms of Business document.

We will agree with you in advance the fees we will charge. We will set this out in our Authority to Proceed document.

You may pay us by cheque or bank transfer.

Provider facilitation of your fee - If you decide to follow our recommendation and invest, you may authorise the investment provider to deduct our fee for advice from your investment.

You may also pay any ongoing service charges from your investment. In some circumstances this could create a capital gain and a possible tax liability. We would take this into account in our recommendation.

Introducer payments. We may also receive an introducer fee, should we pass your specific enquiry on to a specialist professional adviser. If this happens we will tell you.

All our advice and guidance to you is provided to help you achieve the goals you have set, if you have would like to discuss theses at any time please contact us and we will be happy to review these to ensure you are taking the right steps to achieve your goal.



Taking the steps to achieve your goal

## **There are clear advantages of obtaining Independent Financial Advice**

As an example of the value of advice, research (YouGov survey, July 2014) shows that the average UK income in retirement is £19,000-00 per annum. However, the average for those who set goals working with a financial adviser is £26,000-00. Put another way, by not working with a financial adviser, a client can potentially lose out on an extra 36.8% or as much as £157,000-00 over the course of a 21-year retirement. No two clients, or recommendations that we make, are the same. That said, our experience means that we know what the minimum time required is likely to be in core advice areas, the associated running costs of our business and the implementation costs around enacting our advice. This may be represented to you in our fee menus by certain areas having a minimum figure.

Besides providing leading edge investment and insurance solutions, our clients tell us that we add value to them at a review by:

- Checking how any personal changes in income or capital wealth may impact their current provisions or tax situation.
- Using their existing plans first before starting a new plan.
- Explaining in simple terms how welfare or taxation changes may affect them.
- Reminding them so that they don't miss out on valuable allowances such as ISAs.
- Making sure they get back money they may be entitled to, such as tax relief on pension contributions.
- Rebalancing or recommending changes in their assets so they're always comfortable with the risk they take when investing, while ensuring they don't miss out on potentially better returns.
- Reassuring them they are not taking unnecessary risk with their investments.
- Structuring their investments in such a way that they don't pay unnecessary tax.
- Delivering real value for money, Castle Financial Services (South East) Limited drive down the costs of some providers. This means you get value for money. We have also negotiated exclusive products and features that you will not find anywhere else and will continue to do this moving forward.

The value of investments can go down as well as up, due to investment market fluctuations, capital is at risk. The levels, bases and relief's from taxation are subject to the individual circumstances of the investor and may be subject to future change.



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Company Registration Number 05703345

