

Fair Value Statement

Firm Name: Navigate Financial Ltd

April 2024

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.

The mission of Navigate Financial is to provide top quality independent advice to each and every one of our clients. We wish to establish and maintain a successful partnership with our clients, our staff and product providers that respects the interests and the goals of each party.

We will strive to maintain and increase our current client base by providing our services in a manner whereby the fair treatment of clients is consistently at the forefront of the business.

We are located in Barnsley and have three qualified advisers all working together to provide a rounded service to each individual client.

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 work primarily with clients who are in the building stage of their financial life and or are planning for retirement or are currently in their retirement years. We don't have a typical client with regards to asset value or income, we enjoy working with all individuals with different backgrounds/objectives.

We will meet with you to fully get to know you and understand your needs. We have many years of experience and knowledge between us and can use our vigorous financial advice process to guide you on your journey to achieve your objectives.

We have a relationship with a discretionary fund manager who has designed well rounded portfolios for our client's exclusive use giving them access to over 300 analysts reviewing market trends on a daily basis which contribute to rebalances on a regular basis to ensure your investments are up to date.

We don't only look at the money you have invested with us, we take a holistic approach to your financial well being and advise on all areas so you can have peace of mind that we can support you when you need it.

The Value of our Service

Best Practice Member Firm Business / Directly Authorised

- Best Practice provide an institutional regulatory supervision and compliance framework service which provides us with a high level of regulatory assurance and leading-edge client management systems.
- This high quality and financially sound organisation ultimately provide us with a high level of assurance and comfort around the regulatory framework of the proposition and services we deliver to you, our clients.
- By leveraging the quality and services of an organisation like Benchmark, a Schroders plc group company, 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.
 - Great service which will be provided to our advisers and clients

Your Proposition – Initial Advice (Onboarding)

Initial Advice

In our initial meeting we will get to know each other better and discuss your key objectives for your financial journey. There will be no charge for this meeting and no obligation for you to proceed with us, we want to ensure that we are comfortable with each other. We will also discuss your attitude to risk and establish a capacity for loss in this meeting so we can use these when looking at how suitable your current arrangements are.

Once you have decided you’re happy to move forward with us as a firm, we will take a more detailed look at your financial arrangements and perform analysis to share our view on how these arrangements will help you achieve your objectives and if we have recommendations on how your objectives can be achieved in an improved way.

Once we have discussed our recommendations and you are happy with the approach, we will begin implementation of the plan and keep you informed at each step of the way.

Moving forward we will carry on building our relationship at regular meetings to ensure you’re still on track to achieve your objectives and if we need to adjust anything moving forward.

Advisory Services - Annual Review Service

- 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. This gives 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.
- Services we offer include protection, investments, retirement planning and estate planning including top ups to existing investments / pensions.

Advisory Services – Annual Review Service with Cash Flow Planning / Forecasting

- Helps us to show you visually how your plan has been set up to meet your objectives.
- The cash flow forecasting provides a visual illustration of how a client's investments and wealth will move over time in relation to the financial plans that we formulate to meet their goals. This gives clients considerable comfort knowing that there is some mathematical rigour to our advice and how it will help them to meet their goals.
- Cash flow planning allows us to scenario test your plans against historical market events and simulate how our clients' goals could be impacted by these types of events. It allows us to show how risk events might impact portfolios. It's a really great way to help you understand more about investment risks and how it translates to the plans you have in place. It helps you to feel more informed and comfortable about your plans.

Advisory Services – Family Protection Planning

- It may be an uncomfortable subject but we all need to plan for the unforeseen in life and how this would impact ourselves and our family. We can help you to consider different scenarios which could occur and identify if there are any shortfalls in your protection planning. We can explain what options you have to address these shortfalls and how they would ensure you and your family are able to maintain your lifestyle and still meet your longer-term financial goals, in the event of ill health or death.
- Access to professional tools and paraplanning resources/staff to conduct analysis and research to find the best/most suitable product. We also have use of trusts to provide ease of access, control etc.

Advisory Services – Holistic Financial Planning

- 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.

Advisory Services – IHT and Estate Planning

- We work with your 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 they are gone.

Advisory Services – Retirement Planning

- A key life phase. This is an area of planning which deserves significant time in reviewing for our clients each year. Often in the background, checking on progress of plans and investments you have made to fund your life in retirement. Adapting to market swings and modelling various impact scenarios. Retirement planning is one of the most valuable services we provide our clients.
- More than 35% of our clients are currently in retirement, following our advice and drawing on their assets to live a stress-free life in retirement. Our retirement planning takes the worry away from our clients.

Advisory Services – Tax Efficiency

- Making sure we consider tax reliefs and allowances enables clients to maximise their after-tax wealth. If you don't take advantage of annual tax reliefs, then you could quite literally be paying more tax than you need to. We can evidence the amount you have potentially saved through our planning.

Advisory Services – Market and Product Research and Analysis

- 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.
- Tools that we will use such as FE Analytics and Cash Calc have charges that will all be included within your annual management charge.
- We have a relationship with a discretionary fund manager who has designed well rounded portfolios for our client's exclusive use giving them access to over 300 analysts reviewing market trends on a daily basis which contribute to rebalances on a regular basis to ensure your investments are up to date.

Advisory Services – Corporate Services

- We advise on employer contributions to pensions and also some corporate clients who have money held on Transact in GIA's/cash

Advisory Services – Advice for Entrepreneurial Families

- Business advice – key man insurance / shareholder protection planning – highlight the value which can be added through these products.
- Relevant life insurance for Directors and the value which can be added i.e. tax efficiency / business deductible expense / savings can be illustrated in £'s and pence and can be significant.
- Referrals to professional services firms and how this adds value to clients - Leveraging years of experience cultivating trust-based relationships with professional services firms, particularly solicitors. Highlight the time and energy required to develop these connections and how this adds value to client.

Non-advisory Services – Other 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.

Market Briefings and Investment Updates

- We provide clients with regular email updates on market commentary provided by our DFM 7iM.

Maintaining professional competency – Annual CPD

- As a Financial Planner, each year we evidence the learning activities we have completed to maintain competence in our role and improve our knowledge. This allows us to continue providing suitable and up to date advice to our clients, year on year.

Your Firm's Investment Proposition (and Philosophy)

Philosophy and Investment Research Methodology

- 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.
- We adopt a blend of active and passive investment management strategies in our client solutions because this can reduce fees for clients allowing them to maximise their potential for return as well as creating a well-diversified portfolio.
- We use industry benchmarks as a measure of market performance for our portfolios to demonstrate to client's alternatives were they to be in trackers funds only.
- Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs.
- This ultimately gives our clients great comfort that their investments are being managed by investment professionals and their financial plans are being looked after by highly qualified financial planning professionals. This is the value that a relationship with our firm provides. It's what our clients pay for.

Discretionary Fund Management / Multi Asset Portfolios etc.

- We recommend discretionary investment management solutions for clients. We believe this adds value by enabling our clients to access the vast knowledge from over 300 analysts at a lower charge than a general consumer while still gaining individual unbiased advice at a personal level.
- Our approach means that our time is focused on you. We let the professional investment managers monitor the markets on a day-to-day basis. We feel this combination delivers you the best value.

Centralised Investment Proposition

- We work alongside 7IM in order to build and adjust your portfolio to suit your individual requirements and will continue to review and monitor this on an ongoing basis.
- 7IM is an award-winning discretionary fund management (DFM) house that was created to work with financial advisers and their clients. 7IM works alongside financial advisers to ensure that their clients receive a cost-effective and streamlined investment service together with the on-going monitoring and management of their portfolios.
- We believe this approach allows our financial planners the greatest opportunity to spend their time and energy focused on you and your family's goals and objectives, where we add the greatest value.
- Our approach means that our time is focused on you, and we let the professional investment managers monitor the markets on a day-to-day basis. We feel this combination delivers you the best value.

Rebalancing

- Rebalancing will be performed by 7iM on at least a quarterly basis with our confirmation of changes before they're implemented.
- Auto-rebalancing of your portfolio on a regular basis, to reset your investments back to your agreed initial investment mix. We will also proactively consider the tax consequences of these actions and will ensure we are taking advantage of any tax reliefs or allowances that you are entitled to.
- This is a proactive investment management service which helps to keep your investments on track to meet your goals and saves you money through utilisation of your annual capital gains tax allowances.
- Helps to ensure your investments and selection of funds / asset classes remain aligned to your chosen attitude to risk and capacity for loss.
- Helps to reset your investments on a regular basis back to your strategic investment plans, by adjusting dynamically for swings in markets.

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.
- Our client management systems create adviser efficiency – this means that we can spend more time doing what's important to you such as discussion and analysis.
- Client technology such as an online portal will enable our clients to have access to a secure environment to upload documents as well as communicating with us. In addition, they would be able to see investments in one central location cutting down on admin for them.

Your Staff / Adviser Training and Development Programmes

- All advisers within our business go through an induction program both with Navigate Financial Planning and Benchmark. This includes assessing competency and technical knowledge as well as systems training.
- • All members of the team are reviewed on their level of competency throughout the year. This will be in various forms such as:
 - regular formal knowledge tests
 - one on one monthly meetings with their managers
 - daily market meetings with an investment team
 - monthly lunch and learns with external professional advisers
 - quarterly tech days to review legislation, planning, topical issues, and best practice
- • All advisers undergo CPD programmes and strict requirements monitored and enforced by an external industry body aimed at maintaining:
 - professional knowledge
 - regulatory knowledge and responsibilities
 - tax changes
 - professional and industry updates
 - implications to client solutions
- • All measures are in place to ensure the highest quality of knowledge and professionalism throughout the team, from senior advisers through to administration support colleagues.

General Value Statements - Working with your Firm / a Financial Adviser – 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

Whatever stage you're at in your financial planning journey, using our all-encompassing holistic approach, we can help you navigate to achieve your key objectives.

We listen, we take time to understand you and your objectives to recommend clear and transparent solutions.

Considering all areas included in the assessment of value, we believe the service provided is demonstrating value overall and our service proposition along with this value statement has been approved by our network, Navigate Financial Ltd

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