

Prosperus

Financial Planning



Fair Value Statement

Firm Name:

Prosperus Financial Planning

June 2025

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.

Prosperus Financial Planning (*a Trading name of Pole Position Planning Ltd*) is based in Reigate, Surrey. Reigate is an affluent area, south of London, which is a desirable location for mainly professional people who need to be located close to London but appreciate the open spaces that Surrey has, as well as access to very good education and transportation. We have a town centre office which is very convenient. Andrew Newman, Managing Director and Financial Planner has over 40 years financial services experience, over 30 years of which have been spent helping clients meet their financial planning needs. Andrew is assisted by Stacey Bond who is the Practice Manager and ensures the smooth running of the business.

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 mainly with clients who are planning for retirement or enjoying their retirement years. Our service proposition is suitable for clients who have overall assets of £500,000 or income in excess of £100,000 per annum.

We strive to build long-term working relationship with our clients, which gives them confidence that their finances will meet their needs in providing for their ongoing lifestyle. This means clients trust us to understand their goals and aspirations, build workable strategies, so we can monitor and review on an ongoing basis. We want to ensure that trust is built and retained at the heart of our proposition, part of which is that we are available to answer questions, explain often complicated financial terminology and ultimately do what we say we will. We will always strive to be clear and fair with our charging policy, which means explaining costs and charges before entering into contracts with clients.

The Value of our Service

We have chosen to become a member of the Best Practice Network. This is as opposed to being directly authorised by the FCA. Whilst this route requires additional costs, we believe this enhances our proposition to clients for the following reasons:

- The Network 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.

Initial Advice Process

We always offer an initial, free of cost and obligation, meeting as part of the discovery process. This meeting can be arranged at either our offices or a location chosen by the client, at a mutually convenient time. The purpose of this meeting will be to provide our clients with the opportunity to articulate and describe goals, needs and establish priorities. It's also an opportunity to establish whether we can help and assist. If at the end of the meeting the client wishes to go ahead, we will require ID, GDPR and a detailed understanding of their personal circumstances.

We will agree the process, costs and charges and that may involve researching existing plans where required. That can take time, so it's important at this stage we set expectations based on our experiences with providers etc. Regarding costs and charges, we will offer our clients a choice of how they would like to pay for the services, that could include paying directly or alternatively allowing fees and charges to be paid from the plans, in which case full disclosure of not only the costs and charges but the effect that will have on their plans.

Once we have all the required information, we can start to construct our recommendations and set out a plan. We would generally seek a meeting to present in a written report format our findings and recommendations. We will very often, as part of our analysis and research point out our findings, comment on areas we believe could be improved and ensure that we align our advice and recommendations to the individual client circumstances. We believe in ensuring that our advice and recommendations are tailored to client's individual requirements. Its important for this reason that we remain independent and that our recommendations are not influenced by another financial services organisation.

If once our clients have received the recommendations and have had a chance to consider all that is required, they instruct us to implement our recommendations we will take time to ensure that the plans are put into place as accurately as possible. This will culminate with us providing documentation, usually plan or policy documentation, which we will check for accuracy that reflects the plans they have taken out.

Annual Review Service

A key part of our service is to offer our clients an ongoing 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. 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
- This will include where required increased contributions, top ups and annual subscriptions to the plans we advise on.

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 40% 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.

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. Use of trusts to provide ease of access, control etc.

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 for Entrepreneurial and Family Clients

- Business advice – key man insurance / shareholder protection planning – highlight the value which can be added through these products.
- Relevant life 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 Other

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.

Education Planning

Many clients want to support their children through university, and we can help you put in place a financial plan to meet these costs in full or in part. This will provide you with the knowledge and peace of mind that this very important goal is in hand and will be reviewed year on year to make sure you are on track.

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, which enables us to reduce cost where possible due to reduced charges applied to passive strategies.
- We use universally recognised benchmarks as a measure of market performance so that we can demonstrate how past performance of the portfolios measures against its peer group.
- 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 due to the depth of research capability that is unlikely to be achieved by individual advisory firms.

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

Detail here the investment management company(s) or providers you have selected to run your centralised investment proposition. Schroders Investment Solutions and Brewin Dolphin have been carefully selected to provide investment management services through their managed portfolio services.

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

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 – how does this add value to your clients?

Client technology such as an online portal. What are the features, interactivity, convenience, security provide to the client? All of which add value to client.

Staff Training

It's very important that we maintain our knowledge base, and ensure that as legislation changes, product innovation improves that we ensure we keep up to date on all matters relating to training. Andrew has to maintain annual CPD and is tested annually to ensure that competency remains.

Other Areas which demonstrates value

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.

Summary

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, Best Practice IFA Group Ltd.