

Client Engagement and Service Document – Investment & Pension

1. Mission Statement

We believe that every single person living in the United Kingdom should have access to meaningful, trusted and affordable financial advice.

Our goal is to train and educate our clients to increase their knowledge of financial products. To enable this, we offer the widest range of products and services from the whole of the market, giving our clients sound advice after assessing their needs.

2. About Our Principal Firm

Our firm is supervised by New Leaf Distribution. We adhere to the 11 principles for business as set out by our regulator the Financial Conduct Authority. The Regulator expects that we act with integrity; operate with due skill, care and diligence and build trust with our clients by putting their interests first.

[For regulated purposes you will be treated as a retail client which offers you the highest level of protection under the regulatory rules. If you are not categorised as a retail client, we will make you aware.](#)

New Leaf Distribution is authorised and regulated by the Financial Conduct Authority. Our Firm registration number is 460421.

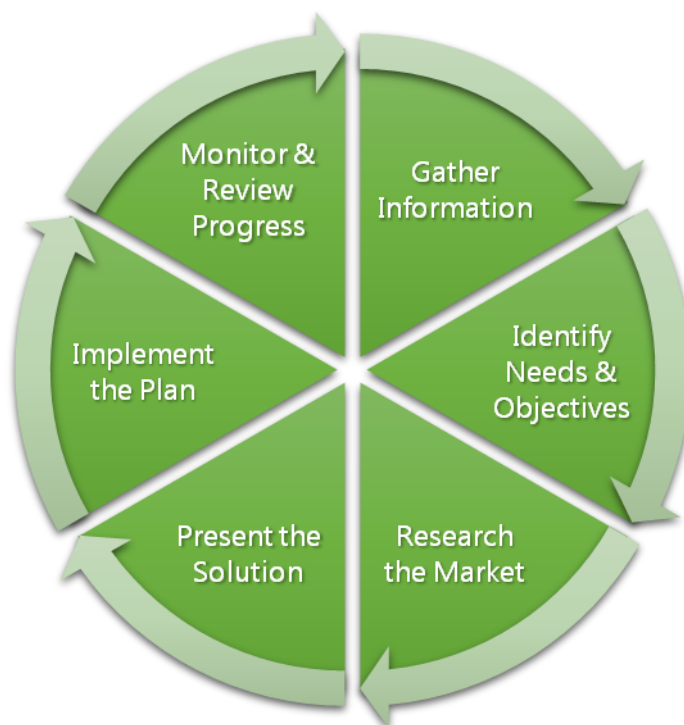
You can find information relating to our firm on the Financial Services register, accessible online via www.fca.org.uk.

New Leaf provides a high level of ongoing training to ensure your Independent Financial Adviser maintains their skills and knowledge. The training is accredited by the National Skills Academy for Financial Services and the London Institute of Banking & Finance.

New Leaf are accredited by the Ministry of Defence for supporting armed force leavers.

[New Leaf also have a keen commitment to charitable causes. Our “Streets of Success” programme helps purchase vital equipment for hospitals and provides support to the homeless in various cities throughout the UK.](#)

3. Meeting your Independent Financial Adviser (IFA)



Your IFA will meet with you, first to describe their services and charges, then to complete an Investment Discussion Document. This allows your IFA to analyse your investment and/or retirement objectives.

Part of this discussion will involve an Attitude to Risk Questionnaire which will assist your IFA in recommending the type of products best suited to your risk appetite.

Based on reviewing your current circumstances (including assessing any existing policies), your IFA will then prepare a personal recommendation.

A highly skilled paraplanning team assists your IFA with researching appropriate products and putting together a solution. They will also complete a case health check to ensure all of the regulatory requirements have been followed.

You will then meet with your IFA and they will provide you with a Suitability Report explaining the recommendation. If a recommendation includes purchasing new financial products, other documentation including an illustration showing the expected costs to you will be provided also.

4. How are we Independent?

We provide independent advice which means that our recommendation will be unbiased, unrestricted and based upon a comprehensive and fair analysis of the market.

This means that our recommendations to you will be based on the following selection criteria:

- ❖ We will determine which, if any, of the following types of investment or pension products are capable of meeting your needs, along with any associated 'tax wrappers' available (e.g. and ISA):
 - Open Ended Investment Company Funds (OEICs) including Exchange Traded Funds (ETFs), Unit Trusts and Investment Trusts;
 - Personal Pensions, Stakeholder Pensions, Self-Invested Personal Pensions (SIPPs) and Annuities;

- Insurance Based Investments, including Capital Investment Bonds and Endowments;
- Structured Capital at Risk Products (SCARPS) and Structured Deposits;
- Certain Specialist Investments suitable for retail clients, including Venture Capital Trust (VCT) Investments and Enterprise Investment Schemes (EIS);
- Sharia compliant investments.

5. Investment Solution and Strategy

We will consider a broad range of different providers offering the products mentioned above. One of the following provider solutions will be selected based on your criteria and preferences:

- ❖ **Platform Solution** – we may recommend that you hold and trade your investments and/or pensions in one place via a platform service. Under this solution, the funds are managed by Discretionary Fund Managers (DFM) through the construction of model portfolios which align to your attitude to risk and offer diversification. By opting for this solution, you will have easy access to valuations and up to date information via accessing the Platform where the funds are held. The DFMs will also send quarterly reports detailing the investment performance and valuation of your portfolio to keep you regularly updated. This solution also provides greater security for your funds as they are ringfenced from the DFMs.
- ❖ **Life Office Solution** – This option might be suitable for clients who have basic needs and do not require the use of a platform to view their investments and are happy to receive reports less regularly from the provider.
- ❖ **Bespoke Solutions** – For clients investing over £200,000 and have a higher net worth, we may recommend a bespoke fund management solution where a unique portfolio is created for them. This will be at a higher cost but the client will have an investment manager working alongside their IFA to monitor the investment and fund performance.
- ❖ **Boutique Solutions** – for example a client requiring inheritance tax mitigation strategies; enhanced annuities; onshore bonds; or sharia compliant investments.
- ❖ **Existing Solution** – having reviewed your existing portfolio and investment, we may recommend no changes are required but offer our ongoing service as your IFA.

Providers offering these solutions are considered from a broad range which are fully researched and representative of the whole of the market. They are reviewed on a regular basis.

The strategy adopted by the providers when managing their funds and portfolios can be described as follows:

- ❖ **Actively Managed** – The strategy is made up of different funds investing in various asset classes. Investments managers will regularly review the performance and risk of different funds and decide whether it is prudent to buy or sell funds within the portfolio.
- ❖ **Passive** - The strategy will be made up of various tracker funds which are solely designed to track the worlds markets. There will be little influence from an investment manager.
- ❖ **Enhanced Passive** – Using advanced technology, the investment manager will monitor trends in the market to include the best performing passive structures. A rules based system allows for the technology to assist the investment manager in managing volatility whilst looking for a strong annualised returns.

- ❖ **Ethical** – Using the same process as the Actively Managed Strategy as above; Ethical portfolios primarily invest in companies/ funds that focus on social responsibility and ethical governance at the forefront of their investment strategy.

In discussion with your IFA, you will determine your preferred investment strategy as outlined above. It is possible to opt for a single, combination or blend different options to satisfy your priorities.

6. Protection and other services

We also offer products from the whole of the market for pure protection (non-investment) based products:

- ❖ **Personal & Family Protection** e.g. setting up a life policy to cover debts.
- ❖ **Business Protection** e.g. covering the loss of profit due to the death of a key person.
- ❖ **General Insurance** e.g. building & contents or private medical insurance.

Any products recommended are offered from a range of insurers based on a fair and personal analysis of the market for Life Assurance, Critical Illness Cover, and Income Protection Insurance.

We also offer services for residential, commercial mortgages and equity release. If you are interested in these services, we can arrange for you to speak with a suitably qualified mortgage and/or equity release adviser.

7. How do we charge for providing Investment or Pension Advice?

Service	Charge	Note
Initial meeting to explain what we do and to allow you to decide whether you require our assistance	No charge	At the end of the meeting we will agree how you wish to proceed.
Providing you with a personal recommendation	Option 1: Hourly Charge £250 per hour A non-refundable deposit of £250 is required prior to any recommendations being made. For Pension Transfers, you can only select option 2.	A full analysis of your current financial and personal position. You will receive a Suitability Report and we will explain the personal recommendation to you. We will take care of administration and set up for implementing the plan for you. An estimate of our total fees before we commence any hourly fee work will be provided to you.

	Option 2: Percentage based Charge Up to 3% of the total amount to be invested (single premium) If implementation is for a regular premium plan e.g. a brand new ISA. The charge will be 30% of the 1 st year's premiums	Same service provided as above. For example, for every £10,000 invested we would charge up to £300. For example, for a monthly premium of £100 we would charge £360.
Ongoing review service (optional)	Up to 1.5% of investable assets on which the ongoing service is being provided.	For example, for investable assets of £50,000 the annual charge for ongoing advice would be up to £750. Please refer to our fee agreement for details on what is offered as part of this service.
	Alternatively you can opt to engage with us when you want to. We will charge our standard hourly rates for any ongoing work undertaken of £250 per hour.	Please note, we will not monitor the ongoing performance of your investments and/or pensions unless you instruct us to do so.

The charges summarised above can be settled by way of a single payment either by cheque, debit or 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 amount being invested. For example, if you are investing £10,000 and with our fee being deducted, then you will be investing £9,700 in real terms (assuming a charge of 3% has been selected).

We will provide you with an initial and ongoing service fee agreement detailing the fees agreed and which option you have selected. Please note engaging with us on an ongoing service arrangement is optional.

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

8. How do we charge for providing protection advice?

There is no up-front fee for assessing your personal and/or business needs. If we arrange a policy on your behalf, we will receive commission from the insurance company selected. This will be disclosed to you on a document known as an illustration.

If commission is paid from a recommended product and is cancelled, after the cancellation period, and this results in commission having to be repaid then we reserve the right to charge a fixed fee of £300+vat or the actual commission clawback amount (if lower than this sum).

We are not otherwise permitted to receive or retain any financial inducements, significant gifts or hospitality from insurance product providers, for arranging insurance contracts on your behalf.

9. What to do if you have a complaint

If you wish to register a complaint, please contact us:

In writing to: New Leaf Distribution Ltd, Complaints Department, Princess Caroline House, 1 High Street, Southend on Sea, Essex, SS1 1JE.

Or by phone on 01702 431130 or by email at complaints@newleafgroup.co.uk

If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service. You can contact the Financial Ombudsman Service: by email at complaint.info@financial-ombudsman.org.uk Or by phone on 0800 023 4567 or 0300 123 9 123.

10. Are we covered by the Financial Services Compensation Scheme (FSCS)?

We are covered by the FSCS. You may be entitled to compensation from the scheme if we cannot meet our obligations. This depends on the type of business and the circumstances of the claim.

Further information about compensation scheme arrangements is available from the FSCS or on request from your IFA.

Kind regards

A handwritten signature in black ink, appearing to be 'P. Kerley', is centered within a rectangular box. The background of the box is a soft, light-colored gradient.

Phillip Kerley
Managing Director