

PartnerLINK

News from Castle & Marlwood Premium Partners June 2017



Sovereign

INDEPENDENT FINANCIAL ADVICE

Sovereign have been providing independent financial advice within the local community and beyond for the last 26 years. We have had a presence on the High Street for 25 years, last year we outgrew the building and moved to Thornbury Office Park on Midland Way to accommodate our growing staff.

Last year we were nominated as one of the Top 100 advice firms in the UK for 2016 by New Model Adviser / Citywire. If you've not heard about this award previously, it recognises prominent leaders and outstanding achievements in the UK financial advice community. We are really pleased with the nomination. In a small way it demonstrates the hard work we do for businesses in the region when it comes to financial advice and tax planning.

Is your Financial Adviser Independent?

INDEPENDENT AND RESTRICTED ADVICE

Did you know that financial advice can be either independent or restricted? All firms providing advice should disclose upfront what type of advice each customer will receive. **Some of the largest financial advice groups in the UK have moved to a restricted advice model over the last few years.**

PROVIDING INDEPENDENT ADVICE

In order to call yourself an independent financial adviser, there is a need to provide unbiased and unrestricted advice based on a comprehensive and fair analysis of the market. Genuinely independent advice is free from any restrictions that could affect an advisers' ability to recommend what is best for the customer. An independent adviser is able to consider ALL retail investment products.

HOW DO WE DEMONSTRATE TO YOU THAT WE ARE GIVING INDEPENDENT ADVICE?

As an independent firm we are able to advise on the full range of products that may be suitable for you. Firms that define themselves as independent will need to demonstrate how they have reviewed the market and selected products in line with the client's attitude to risk and suitability.

PROVIDING RESTRICTED ADVICE

If your Financial Adviser only gives advice on certain types of product, or on products from one or a limited number of providers, they must describe their advice as 'restricted'.

They must tell customers that they provide restricted advice and how it is restricted - by product or by provider. They must do this in writing and also verbally before they give the customer any advice.



For more information on joining Premium Partners contact **Sarah MacIsaac** on **01454 862104** or email sarah.macisaac@thecastleschool.org.uk

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thornbury-premium-partners.co.uk

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What we do

Typically, our clients are at or within 10 years of retirement. They have often already accumulated significant personal or business wealth but lack the time and/or expertise to create a financial plan and make informed decisions about the best way to use that wealth to achieve long term financial security for themselves during retirement and leave a legacy for those they care about.

Over the years the financial services industry has been very good at selling products but less successful at helping people to plan with a degree of certainty for the future! At Sovereign we are passionate about helping our clients to plan and prepare for the future and, once we have prepared your financial plan, providing the necessary advice and guidance to help you implement the correct strategies and solutions to reach your goals. Our ethos is very much about focusing on you, your financial goals and aspirations, not on what products you have or haven't got!

We offer our prospective clients an initial meeting or discussion at our expense. This exploratory conversation is designed to help you understand how we can help you and what we might charge you for any work that we undertake on your behalf, so that you can make an informed decision about whether to appoint us.

If appropriate, and with your permission, we prefer to work closely with other professionals including your accountant and solicitor to ensure that your financial affairs are managed in a joined up manner.

Our highly qualified and experienced advisers each work with a limited number of clients to ensure that we can consistently meet their advice needs and expectations. We are known for providing an outstanding client experience which results in almost all our clients coming to us via referrals from other clients and local professionals. We are proud of the ethos, culture and values that drive our business and of the fantastic feedback we get from the clients we work with.



Sovereign

INDEPENDENT FINANCIAL ADVICE

Sovereign Independent Financial Advisers Limited is authorised and regulated by the Financial Conduct Authority. FCA Number 585249.

Please note that Tax Planning, Commercial Mortgages and Buy-to-Let Mortgages are not regulated by the Financial Conduct Authority.



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