



About our services and costs

Alpha Financial Consultants
(Somerset Ltd)

Mickleton House, 18 Tower Hill
Williton, Taunton
Somerset TA4 4NT

1. The Financial Services Authority (FSA)

The FSA is the independent watchdog that regulates financial services. This document has been designed by the FSA to be given to consumers considering buying certain financial products. You need to read this important document. It explains the service you are being offered and how you will pay for it.

2. Whose products do we offer?

Investment

- We offer products from the whole market.
- We only offer products from a limited number of companies.
- We only offer products from a single group of companies.

Insurance

- We offer products from a range of insurers for non-investment life insurance, critical illness, and permanent health insurance.
- We only offer products from a limited number of insurers for non-investment life insurance, critical illness, and permanent health insurance.
- We only offer products from a single insurer.

3. Which service will we provide you with?

Investment

- We will advise and make a recommendation for you after we have assessed your needs.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.
- We will provide basic advice on a limited range of stakeholder products and in order to do this we will ask some questions about your income, savings and other circumstances but we will not:
 - Conduct a full assessment of your needs;
 - Offer advice on whether a non-stakeholder product may be more suitable

Insurance

- We will advise and make a recommendation for you after we have assessed your needs for non-investment life insurance, critical illness, permanent health insurance.
- You will not receive advice or a recommendation from us for private medical insurance, buildings insurance, contents insurance and mortgage payment protection insurance.

4. What will you have to pay us for our services?

You will pay for our services normally on the basis of **a fee, although commission or a combination of both fee and commission options are available**. We will discuss your payment options with you and answer any questions you have. We will not charge you until we have agreed with you how we are to be paid.

Advisory fees are charged for non-investment services such as Inheritance Tax planning using wills, trust and gifts or the reviewing of existing financial arrangements. Fees are based on the time spent on the work undertaken and the applicable scale rate for the person completing the work unless a fixed project fee has been agreed in writing prior to starting the project.

Hourly Rates

Our typical hourly charges are:

Certified/Chartered Financial Planner	£150	Per hour	Financial Adviser	£ 90	Per hour
Advanced Financial Consultant	£125	Per hour	Administration	£ 45	Per hour

Financial Reviews

Our typical charges are:

Initial review - £650-£1,500

Annual Review - £450-£1,000

We will advise you if you have to pay VAT.

You may ask us to provide an estimate of total charges or may ask us not to exceed a specified total fee chargeable. Full details of the charges and terms are contained in our fee agreement which when signed will confirm your agreement to terms and rates.

Investment

Paying by fee

Whether you buy a product or not, you will pay us a fee for our advice and services, which will become payable on completion of our work. If we also receive commission from the product provider when you buy a product, we will pass on the full value of that commission to you in one or more ways. For example, we could reduce our fee; or reduce your product charges; or increase your investment amount; or refund the commission to you.

Lump Sum

Our typical charges are:

Investments up to £150,000 = 3% (£20,000 = £600, £100,000 =£3,000) between £150,000 and £500,000= 2% (£250,000= £6,500) above £500,000 = 1% (£600,000=£8,000) our minimum charge is £250

Paying by commission (through product charges)

If you buy a financial product, we may receive commission on the sale from the product provider. Although you pay nothing to us up front, that does not mean our service is free. You still pay us indirectly through product charges. Product charges pay for the product providers own costs and any commission. These charges reduce the amount left for investment. If you buy direct, the product charges could be the same as when buying through an adviser, or they could be higher or lower.

The amount of commission we receive will depend on the amount you invest, the product recommended and (sometimes) how long you invest or your age. For example:

- If you invest £7200 in an individual savings account (ISA) we would receive commission of 3% of the amount invested (£216) and 0.5% of the value of the fund (roughly £36 every year).
- If you pay £100 per month into a personal pension (with a 25 year term) then we may receive commission of £900

- If you pay £30 per month for a life insurance policy then we would receive approx £700
- We will tell you how much the commission will be before you complete an investment or policy, but you may ask for this information earlier.

Paying by a combination of fee and commission (through product charges)

We will charge you a combination of fee and commission. The fee will not exceed the rates shown in this document. We will agree the rate we will charge before beginning work and we will tell you if you have to pay VAT. The fee will become payable on completion of our work. You may ask us for an estimate of how much in total we might charge. You may also ask us not to exceed a given amount without checking with you first. We will tell you how much the commission will be before you complete an investment, but you may ask for this information earlier.

We will charge you a combination of fees and commission. The actual amounts will depend on the service provided to you, but will be in line with the arrangements set out in the sections above.

We will confirm the rate we will charge you in writing before beginning work.

- A fee of £500 for non-investment life insurance, critical illness, permanent health insurance.
- No fee for non-investment life insurance, critical illness, permanent health insurance.

You will receive a quotation which will tell you about any other fees relating to any particular insurance policy.

5. Who regulates us?

Alpha Financial Consultants (Somerset Ltd) is an appointed representative of The Whitechurch Network Ltd which is authorised and regulated by the Financial Services Authority. Our FSA Register number is 190859.

Our permitted business is Investments, Pensions, Life Insurance & Protection

You can check this on the FSA's Register by visiting the FSA's website www.fsa.gov.uk/register or by contacting the FSA on 0845 606 1234.

6. What to do if you have a complaint

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

- ...in writing** Write to The Compliance Officer, Kings Weston House, Kings Weston Lane, Bristol BS11 0UR
- ... by phone** Telephone 0117 3730440

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

7. 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.

Investment

Most types of investment business are covered for 100% of the first £30,000 and 90% of the next £20,000 so the maximum compensation is £48,000.

Insurance

Insurance advising and arranging is covered for 100% of the first £2,000 and 90% of the remainder of the claim, without any upper limit.