
TRANSFORMING LIVES
THROUGH BIG PICTURE PLANNING
PenLife Associates
Chartered Financial Planners

INTRODUCTION

We believe that success is measured not by performance statistics but by our clients' success in achieving their life goals.

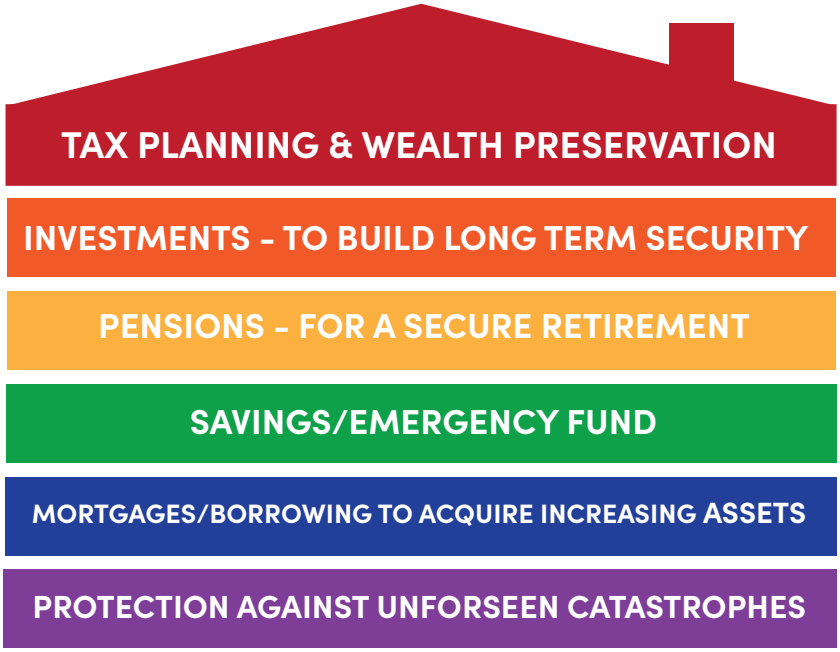
We've developed a deeper and more fulfilling process to help you discover your life goals and assess the steps you'll need to take to achieve them.

Most financial planners advise in black and white. Here at PenLife, we advise in... COLOUR

"We have known for a long time that managing your finances effectively leads to increased well-being and a better quality of life."
- Carol Sergeant
UK Government Adviser

FOUNDATIONS OF FINANCE

You wouldn't build a house without secure foundations and it's the same with financial planning. Getting this right means you can build a lifetime of security.



At different stages of your life, you'll have different priorities. We'll help you prioritise the most important steps you need to take to keep your plan on course to help you reach your goals:

FAMILY PROTECTION

Protecting your family against unforseen catastrophies is the foundation of financial planning. Replacing your income in the face of adversity can take the financial pressure off when you need it most.

MAKING THE MOST OF YOUR SAVINGS

Low interest rates and inflation can kill your savings. Sure, you need an emergency fund. But long term goals need long term investment to avoid inflation and/or tax eating away at your purchasing power.

WEALTH PRESERVATION

When you've been sensible with money all your life, you'll want to make sure your family benefits from your hard work. We can help you make smart decisions so your family - not the tax man - inherit.

SAVING FOR RETIREMENT

Saving for retirement the smart way can add thousands to your pension. Rules around pensions are increasingly complex, and it's easy to get this wrong. And when the time comes to swap your pension savings for retirement income, getting it wrong will cost you, and your family, for the rest of your life - and beyond.

AT RETIREMENT

When it's time to give up work and enjoy a well-earned retirement, you'll need to be sure you have a sustainable income for the rest of your life – no matter what happens. We can help show you what this looks like and reassure you as you move through your retirement. Which means you can get on with living.

IT'S ALL ABOUT RELATIONSHIPS

Developing your financial plan to help you reach your goals involves the highest levels of mutual trust.

We'll help you work out where you are now, and where you want to be. Wherever that is, we'll be with you every step of the way.

To do this we need to go way **DEEPER** than most advisers. Here's our process:

Discover and explore your financial goals

Evaluate your current financial situation

Estimate the resources you'll need to get you to your goals

Plan out the route to get you where you want to be

Execute the current financial action plan

Review and revise regularly to make sure you're on track

WHAT ABOUT FEES?

The fees we charge depend on the work we are doing for you, the solutions we implement and whether we or a third party will be managing any ongoing investment reviews.
We will tell you the likely fees before you agree to proceed with any of our recommendations.

IMPLEMENTATION FEE

Initial meetings are always held at our own expense. If we agree that we can work together, we will charge an initial fee for our analysis and recommendation. This fee will depend on the level of complexity of the work. This will always be agreed with you before we commence anything.

Should you decide to go ahead with our advice and recommendations, we'll charge an implementation fee as follows:

Investment Amount	Fee (as% of investment)
The first £80,000	3%
The next £320,000 (up to £400,000)	1%
The next £400,000 (up to £800,000)	0.5%
Additional assets over £800,000	0.1%

ANNUAL SERVICE FEE

Our annual service fee depends on your level of investment, whether we or a third party are managing your investments, and your service level. Typically, our annual service fee will be 1% of the fund invested per annum. We will tell you the likely annual service fee before we proceed with any of our recommendations.

PLATFORM/FUND CHARGES

We have been able to negotiate favourable terms with platform/wrap providers (technology platforms that we manage our portfolios on) and many fund managers.

TOTAL CHARGES

An illustration showing total charges will be provided with our recommendation(s). Whilst charges are important, they should be considered in conjunction with the value being added by the service provided.

OUR COMMITMENT TO YOU

Your trusted financial planner will become a big part of your life. We will meet regularly to review your financial plan, and will keep you up to date on financial issues. Our services include:

- Regular meetings with your adviser
- Unlimited access to the service team
- Access to the PenLife model portfolios
- A copy of our monthly newsletter 'In The Know'
- Regular emails on topical issues
- Annual income, capital, tax and risk review

TRUST ME
I'M A FINANCIAL PLANNER

In a world of complex and conflicting information, it can be difficult to know who to turn to for financial advice. We go out of our way to get independent accreditations, which means you can be reassured you're dealing with advisers with the very highest standards of advice and client care.

The Consumer Association 'Which' insist on the highest standards when referring its readers for advice, including Chartered Status and the BS8577 Kite Mark. PenLife is one of only a handful of firms to hold these prestigious accreditations.

We also have many excellent reviews on independent review sites such as Vouchedfor and Unbiased.

Financial Planners

CHARTERED STATUS

We were one of the first practises in Yorkshire to earn Chartered status from the Chartered Insurance Institute, which demonstrates professional commitment to raising standards of knowledge, capability and ethical practise.

vouchedfor 250 IFAs

VOUCHEDFOR

Most of our advisers feature on 'VouchedFor' - an independent service that helps you get the best advice on your biggest decisions by listing professionals with the necessary permissions and best validated client reviews.

BRITISH KITE MARK BS8577

BS8577 is awarded to financial planning firms who can demonstrate they have the operational framework to deliver a first class service to their clients. We were the first financial planning practice in Yorkshire to hold both the Chartered status and BS8577.

100% SATISFACTION GUARANTEE

We're so sure we can help you reach your financial and life goals, we offer a no-quibble money-back guarantee. If you're not 100% satisfied with our service after the initial 12 months, just tell us why and we'll refund all the fees you've paid us so far.

OUR CLIENTS ARE OUR BIGGEST FANS

We could spout off about how good we are and how much we care about our clients, but we think it's best if it comes from them. Here's what a few of our clients have to say:

"Personally used PenLife for my pensions and savings advice for many years and have received nothing but great service."
- Mr R Poulton

"I liked the way my opinion mattered and the no nonsense advice I received.. The finance videos I was required to watch before the first meeting were excellent and made me think about my actions. I also found the professionalism of the people I dealt with to be confidence inspiring.'
- Mrs S Stavert

"Our PenLife adviser listened very carefully and patiently, really took time to understand our situation, and then got all the information (some of which I'd forgotten over the years), and made recommendations, all of which has enabled us to retire earlier than we'd expected."
- Mr K Davison

"Financial advice that has been more than I could have hoped for has kept me with this company for many years. Prompt service I can trust, explanations I can understand from professional yet friendly people and the knowledge that my investments are in safe hands, what more could I want."
- Mrs A Hayes