

Arthur Beverly Financial Management

Independent Financial Advisers



"Here to Help"

**Arthur Beverly Financial Management
2 Stewart Street
Milngavie
Glasgow
G62 6BW**

Tel 0141-956 5525

“I want to discuss why does a company exists in the first place? In other words why are we here?”

I think many people assume, wrongly, that a company exists simply to make money. While this is an important result of a company’s existence, we have to go deeper and find the real reasons for our being.

As we investigate this, we inevitably come to the conclusion that a group of people get together and exist as an institution that we call a company, so that they are able to accomplish something collectively that they could not accomplish separately – they make a contribution to society, a phrase that sounds trite, but which is fundamental...

You can look around (in the general business world) and still see people who are interested in money and nothing else. But our underlying drives come largely from a desire to do something else – to make a product, to give a service – generally to do something which is of value.

So with that in mind, let us discuss why the Hewlett-Packard Company exists...

The real reason for our existence is that we provide something which is unique...something that makes a contribution.”

David Packard – 8th March 1960

“And we strive to achieve the same ideals”

Arthur Beverly – 25th June 2009

An Introduction to Our Services And How They Work For You

Background

Over the years, life has become more and more complicated and these complications permeate through all aspects of our lives. One of the most important areas that affects you is how you overcome your concerns about your life, both on a personal basis and in your working life, and to this end we have produced this Paper.

Our Aims

The aim of Arthur Beverly Financial Management is to help our clients be financially well organised, achieve and maintain their desired lifestyle with financial independence and minimise tax liabilities.

What Can You Expect

In this Paper, we outline what you can realistically expect to be the outcome of our relationship, plus our money back guarantee, testimonials we have received from some of our clients, the process undertaken as well as the cost of our services so that you know a) what you are paying and b) what you are receiving. But first we must know more about you and that's where we start.

The First Step

The first step is to try and understand your concerns, and what your priorities are. We also want to understand why you have these concerns and how we can start to help eliminate them.

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What Is It That Concerns You?

To help you and us clearly understand your current situation, try completing the ScoreCard below. Rate your reaction to each pair of phrases. Decide where you lie on a scale of 1 to 10. If you agree with the statements on the Left Hand side, your score will be lower whereas if you are in agreement with the Statements on the Right Hand side your score will be higher. Finish by adding up the scores from each column and then across the row at the bottom.

Name:.....

Date:

The "Concerned" Side		1	2	3	4	5	6	7	8	9	10	The "Unconcerned" Side	
A	I don't have enough time for everything I want to do	1	2	3	4	5	6	7	8	9	10	I have ample time for everything I want to do	A
B	I spend so much time on "paperwork" it is preventing me from achieving my goals	1	2	3	4	5	6	7	8	9	10	I spent little or no time on unnecessary "paperwork"	B
C	My work is interfering with my home life	1	2	3	4	5	6	7	8	9	10	I have an excellent home life with plenty of time available to spend with my family	C
D	My lifestyle will suffer when I stop working	1	2	3	4	5	6	7	8	9	10	My lifestyle will not suffer when I stop working	D
E	My current outgoings are too high	1	2	3	4	5	6	7	8	9	10	My current outgoings are well within my means and don't concern me	E
F	My family would suffer financially if I was ill	1	2	3	4	5	6	7	8	9	10	My family would not suffer financially at all if I was ill	F
G	My family would suffer financially if I died	1	2	3	4	5	6	7	8	9	10	My family would not suffer financially at all if I died	G
H	The goals I have for my family will not be achieved or, even worse, I do not have any life goals	1	2	3	4	5	6	7	8	9	10	The goals I have for my family and my life goals will be achieved	H
I	I am very concerned about my job security	1	2	3	4	5	6	7	8	9	10	I am not at all concerned about my job security	I
J	I will probably experience difficulties in finding a new job should I be made redundant	1	2	3	4	5	6	7	8	9	10	I believe that I will be able to find a new job with little difficulty should I be made redundant	J
ADD COLUMN TOTALS												YOUR SCORE _____	

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What Are The Reasons You Gave Yourself The Score You Did?

In order that we can more fully understand your situation, please briefly explain your scores in the table below.

Name:..... Date:.....

	The reason why I gave myself this score is...	What I could do to increase my score is...	
A			A
B			B
C			C
D			D
E			E
F			F
G			G
H			H
I			I
J			J

Having completed the above, where do we go from here? What's in it for you? How does Arthur Beverly Financial Management get paid? What will be the outcome? Why should you use us? What's the process? *Read on.....*

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The Outcome

Essentially the Outcome is what you want it to be. Working together we will work on the items above which you found most challenging to devise the best way ahead for you. We will also work on your future desires to help you achieve them.

Whilst we can't guarantee that answers will be found to everything, we can guarantee that by working together, everything possible will be done to achieve the results you want.

- We will help you gain a much clearer financial / lifestyle perspective
- We will listen (intently) to you and so understand your personal values and objectives
- We will create highly personal, beneficial plans for your future
- We will help you navigate the complex pension and investment options at the various crossroads of your life
- We will translate this complexity into a clear path for you to follow
- We will underpin this with meticulous planning
- We will support this planning with equally careful record keeping
- We will give you the confidence to make wise decisions using unraveled information

Our Testimonials

The following are excerpts from some of the letters of appreciation we have received and are reproduced here with the permission of each individual.

"The business dealings I have had with Arthur have been dealt with in a very professional manner. One of his strong points was his ability to listen to our needs and suggest solutions to these" - B S, Greenock

"We find you to be a good communicator, patiently dealing with questions and helping us understand the background to your recommendations, when we naturally are prone to inaction or be sceptical" - J G, Strathblane

"I really felt you knew my financial plans/aims/goals and remembered a lot of the conversations we had had so I knew I was in safe hands" - J B, Dollar

"You conduct yourself and your business in ways, friendly but not informal, that inspire confidence in your abilities and in your integrity." - J P, Argyll

" I have known Arthur for many years. I have complete faith in his ability. I am more than willing to listen to his advice and act upon it" - J B, Kirkintilloch

"People rely upon you for independent, professional sound advice". - R S R, Clarkston

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Why We Are Different

Hopefully you will not fail to have noticed that the whole essence of our Service is the focus on *you*, the fact that we will be working *together*, with no pushing of financial products. Essentially our clients are comfortable knowing that there will be no pressure to purchase a "policy" which traditionally was how Financial Advisers were paid. We get paid for ongoing (hopefully superb) advice and service. We believe also that the cost of our service is fair to both you and us.

Through considerable research, we know that what people most want by way of help is just three things: Trust, Leadership, and Creativity.

Trust is about providing *confidence*. While confidence is something we feel as individuals, it really comes from others with whom we have relationships. Good relationships provide confidence. The people we rely on and the people who support and protect us give us confidence. You may have already accomplished much but still feel uncertain deep down?

By **Leadership** we mean providing *direction*. This means eliminating dangers that you face and focusing on opportunities. We help create a plan and path to guide you through what can be an often confusing and overwhelming world. What do you fear most losing? What keeps you awake at 4am?

Creativity is about providing *capabilities*. Skills, knowledge, tools, technologies and systems all fit into the area of capabilities since they all enable us to do more, better. You may have already accomplished much but still feel uncertain in some regards.

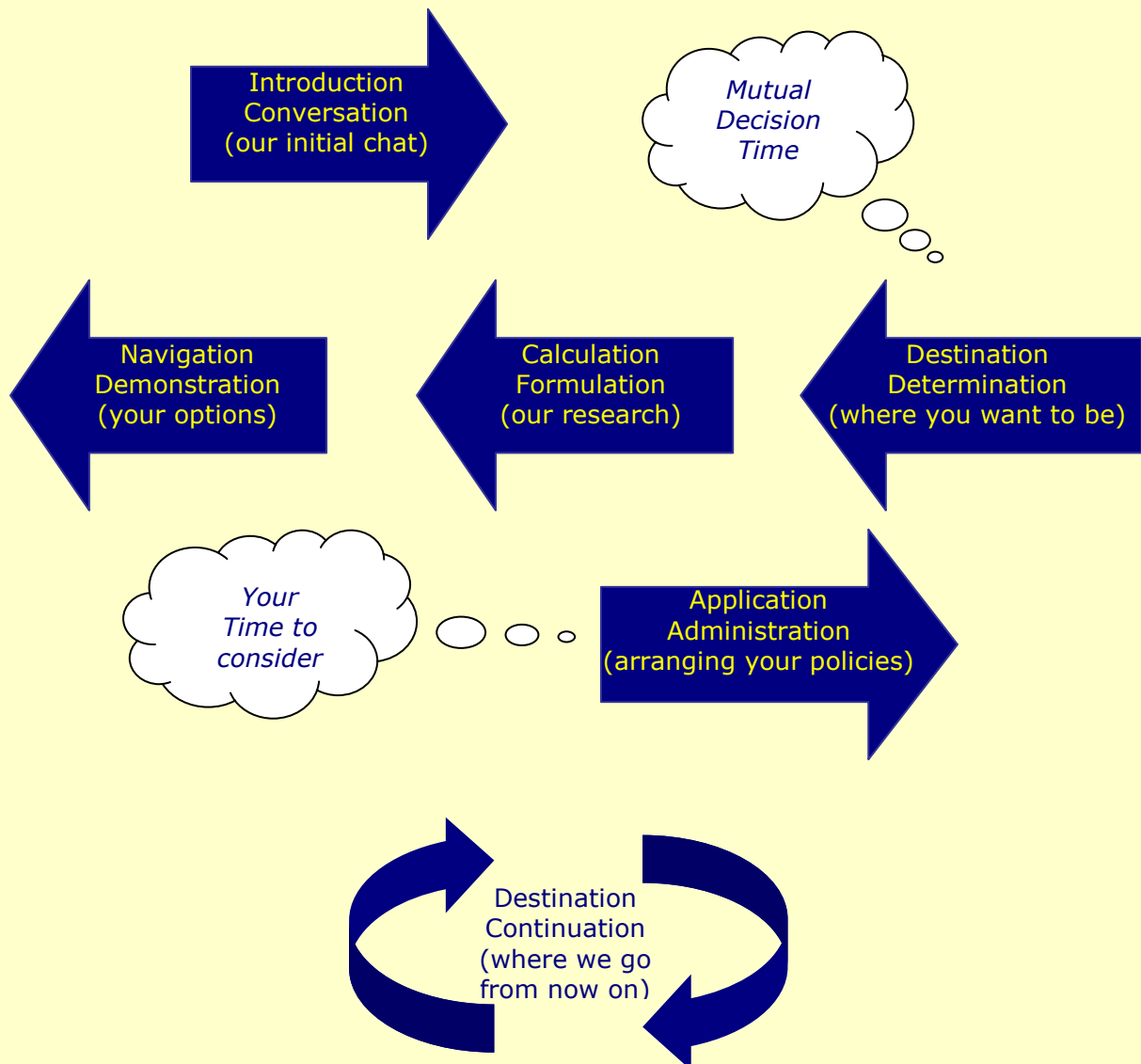
Using our Service and its bespoke package, you will be able to identify the right direction for *you* by using your relationship with us to create the best way forward for you and those areas on which you need to focus in order to achieve what's really important to you.

The Service

Lastly let us outline what our services actually are and how some, or all of them will enable you to achieve what you want in life for you, your family and your business.

Arthur Beverly Financial Management provides a full Financial and Lifestyle Planning Service designed to meet with **your** needs, aspirations and desires. By definition therefore, each client receives a bespoke service specifically fashioned for him or her.

We have therefore set up a process as shown below which leads the client along his or her chosen route.



About Arthur Beverly

Arthur Beverly has been a successful Financial Adviser since 1986, prior to which he was a Chartered Quantity Surveyor.

In 1995 he became an Independent Financial Adviser, having previously been an Appointed Representative of a well known Financial Institution. Since then he has concentrated principally on advising Business Owners and Senior Executives, as well as other wealthy individuals.



Arthur has in the past been an active member of the Personal Finance Society (PFS), formerly the Life Insurance Association (LIA), serving at both local and national level.

In his personal life, Arthur is married with one son, and continues to maintain a contact with the Scout Association with which he has been associated for longer than he cares to remember!

Interests in photography, playing Bridge, and watching sport take up much of his spare time, he being an avid follower of the Club Rugby scene. Nevertheless, he enjoys nothing better than lighting the Barbecue (of the charcoal variety naturally) of a weekend (and sometimes during the week also) and cooking for family and friends.

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Client Agreement

Authorisation Statement

Arthur Beverly Financial Management Ltd is Authorised and Regulated by the Financial Services Authority. The Financial Services Authority regulates the financial services industry in the UK and their address is 25 The North Colonnade, Canary Wharf, London, E14 5HS. You can check this on the FSA's Register by visiting the FSA's website www.fsa.gov.uk/register FSA No. 485198 or by contacting the FSA on 0845 606 1234.

Permitted Business

Our permitted business is advising on and arranging investments, pensions, pension transfers and non investment insurance.

Client Categorisation

Each client with whom the firm does business is categorised to identify the level of regulatory protection to be applied. We believe in providing our clients with full regulatory protection and we propose to classify you as 'Retail Client' for Investment business, and classify you as a 'Consumer' for Insurance business.

Communications

We will communicate with you in English both verbally and in writing for the sending and reception of orders. To avoid any doubt instructions should be issued in writing.

Scope of Service

We operate independently and therefore provide investment services from the whole market from a range of insurers for non investment insurance.

Investment Services to be provided

With regards to investments that we have arranged for you, these will not be kept under review but we will advise you upon your request or as otherwise agreed. However, we may contact you in the future by means of an unsolicited promotion should we wish to contact you to discuss the relative merits of an investment or service which we feel may be of interest to you.

On issue of this letter any subsequent advice or recommendation offered to you will be based upon your stated investment objectives, acceptable level of risk and any restrictions you wish to place on the type of investments or policies you are willing to consider. We will issue you a suitability report to confirm our recommendation. Unless confirmed we will not place any restrictions on our recommendations.

Arthur Beverly Financial Management Ltd does not handle clients' money. We never handle cash or accept a cheque made out to us, unless the cheque is in settlement of charges or disbursements for which we have sent you an invoice.

We will also make arrangements for all your investments to be registered in your name unless you first instruct us otherwise in writing. We will forward you all documents showing ownership of your investments as soon as practicable after we receive them, where a number of documents are due involving a series of transactions, we normally hold each document until the series is complete, then forward them to you.

Insurance Objectives

Following the issue of this letter, any subsequent advice or recommendation offered to you will be based on your stated objectives, acceptable level of risk and any instructions you wish to make regarding the type of insurance policies you are willing to consider. Details of your stated objectives will be included in the Suitability or Needs and Demands Letter we issue to you confirming the reasons for our recommendations.

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Restrictions

Unless advised to the contrary, we will assume that you wish to place no restrictions on the types of investment or insurances we may recommend and in which you may subsequently invest. We will assume that you wish to place no restrictions on the markets in which transactions are to be executed. A full listing of products is available from your adviser upon request.

Advice and Instructions

Any advice given to you by us shall be in writing. We prefer our clients to give us instructions in writing, to aid clarification and avoid future misunderstandings. We will, however, accept oral instructions provided they are confirmed in writing. We may, at our discretion, refuse to accept instructions although such discretion shall not be exercised unreasonably. We will record all transactions on our files which, along with copies of relevant documentation, will be retained by us for a period of not less than six years. You have a right to inspect copies of contract notes, vouchers and entries in our books or computerised records relating to your transactions. We reserve the right to withhold copies of these records if information to other parties would be disclosed.

Paying for services - Investments

Not all firms charge for advice in the same way. We will discuss your payment options with you and answer any questions you have. We will not charge you anything until you have agreed how we are to be paid.

Paying by fee.

Whether you buy a product or not, on completion of our work, you will pay us a fee for our advice and services unless otherwise agreed.

We will confirm the rate we will charge in writing before beginning work and we will tell you if you have to pay VAT. 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.

Our typical charges are:

Hourly Rate

Adviser	£75-150 per hour
Administrator	£30-50 per hour

Lump Sum

Individual financial review	£250-£400 or as otherwise agreed
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Reviews

We will confirm what we will charge you in writing before beginning work. Our typical charges are:

Annual review:	£150-£300 or as otherwise agreed
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Paying by commission (through product charges).

If you buy a financial product, we will normally receive commission on the sale from the product provider. Although you pay nothing up front, that does not mean our service is free. You still pay us indirectly through product charges. Product charges pay for the product provider's own costs and any commission and/or Adviser Fee. 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. We will tell you how much the commission or Adviser Fees will be before you complete an investment, but you may ask for this information earlier. The amount of commission we receive will vary depending on the amount you invest and (sometimes) how long you invest, or your age.

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For example,

- If you invest £10,000 in an Investment Bond we would receive commission of 4.5% of the amount invested (£450.00) and 1% of the value of the fund (approximately £100) every year.
- If you pay £100.00 per month into a personal pension (with a term of 25 years) then we would receive commission of £640.80
- If you pay £100.00 per month towards a Whole of Life policy then we would receive commission of £1,620

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

In some circumstances, we may 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.

Where we charge a combination of fees and commission, our maximum rates are set out in the fee information and the commission sections above. **In addition to the above we may charge a fee on a different basis for a specific transaction or project but we will agree this with you in advance.**

Paying for services - Insurance

If you buy a non investment insurance contract we will normally receive commission on the sale from the product provider.

Material Interest

We will act honestly, fairly and professionally, known as conducting business in 'Clients best interest' regulations. Occasionally situations may arise where we, or one of our other clients, have some form of interest in business transacted for you. If this happens or we become aware that our interests or those of one of our other clients conflict with your interest, we will write to you and obtain your consent before we carry out your instructions, and detail the steps we will take to ensure fair treatment.

In accordance with the rules of our regulator, The Financial Services Authority, we are prohibited from accepting any payment (commission or other non-monetary benefits) which is likely to conflict with the duty of the firm to its clients.

The principals of Arthur Beverly Financial Management have a minority shareholding in Capital Reward Ltd. Capital Reward Ltd is a subsidiary of our compliance support company and generates its income from the placement of business with certain product providers. The business placed is intended to add value to the shares in that company and the long term aim is for the shares to be sold, thereby providing a deferred cash benefit to the shareholders. The existence of the shareholding and any potential benefit will in no way influence our recommendation in relation to the most suitable product or provider.

On request we will be pleased to provide you with a list of the providers from whom such benefits may be earned. We can also confirm that the provision of the shares and their potential benefits **do not affect your product terms.**

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Rights to Cancel

We will inform you of your statutory right to cancel. The Distance Marketing Directive normally grants you 30 days in which you may cancel a life or pension contract. However there will be occasions where no statutory rights are granted, however this will be explained before any contract is concluded.

Complaints

If you wish to register a complaint, please write to Arthur Beverly Financial Management Ltd, 2 Stewart Street, Milngavie, Glasgow, G62 6BW or telephone 0141 956 5525.

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

Compensation Scheme

We are covered by the Financial Services Compensation scheme (FSCS) if we cannot meet our obligations. This is dependent upon the type of business and the circumstances of the claim.

Most types of investment business are covered up to a maximum limit of £50,000. Insurance advising and arranging is covered for 90% of the claim, without any upper limit. Further information about this compensation scheme arrangement is available from the FSCS.

Data Protection

The information you have provided is subject to the Data Protection Act 1998 (the "Act"). By signing this document you consent to us or any company associated with us processing, both manually and by electronic means, your personal data for the purposes of providing advice, administration and management.

"Processing" includes obtaining, recording or holding information or data, transferring it to other companies associated with us, product providers, the FSA or any other statutory, governmental or regulatory body for legitimate purposes including, where relevant, to solicitors and/or other debt collection agencies for debt collection purposes and carrying out operations on the information or data.

We may also contact you or pass your details to other companies associated with us to contact you (including by telephone) with details of any other similar products, promotions, or for related marketing purposes in which we think you may be interested.

The information provided may also contain sensitive personal data for the purposes of the Act, being information as to your physical or mental health or condition; the commission or alleged commission of any offence by you; any proceedings for an offence committed or alleged to have been committed by you, including the outcome or sentence in such proceedings; your political opinions, religious or similar beliefs, sexual life; or your membership of a Trade Union.

If at any time you wish us or any company associated with us to cease processing your personal data or sensitive personal data, or contacting you for marketing purposes, please contact The Data Protection Officer on 0141 956 5525 or in writing at Arthur Beverly Financial Management, 2 Stewart Street, Milngavie, Glasgow, G62 6BW.

You may be assured that we and any company associated with us will treat all personal data and sensitive personal data as confidential and will not process it other than for a legitimate purpose. Steps will be taken to ensure that the information is accurate, kept up to date and not kept for longer than is necessary. Measures will also be taken to safeguard against unauthorised or unlawful processing and accidental loss or destruction or damage to the data.

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Subject to certain exceptions, you are entitled to have access to your personal and sensitive personal data held by us. You may be charged a fee (subject to the statutory maximum) for supplying you with such data.

Law

This Client Agreement is governed and shall be construed in accordance with Scottish Law and the parties shall submit to the exclusive jurisdiction of the Scottish Courts.

Force Majeure

Arthur Beverly Financial Management Ltd shall not be in breach of this Agreement and shall not incur any liability to you if there is any failure to perform its duties due to any circumstances reasonably beyond its control.

Termination

The authority to act on your behalf may be terminated at any time without penalty by either party giving seven days notice in writing to that effect to the other, but without prejudice to the completion of transactions already initiated. Any transactions effected before termination and a due proportion of any period charges for services shall be settled to that date.

Declaration

Client consent

This is our standard Client Agreement upon which we intend to rely. For your own benefit and protection you should read these terms carefully before signing them. If you do not understand any point please ask for further information.

- Please tick this box if you do not wish for us to contact you for marketing purposes by e-mail, telephone, post or SMS
- Please tick this box if you do not wish for any company associated with us to contact you for marketing purposes by e-mail, telephone, post or SMS

I have chosen for the firm to be remunerated by;

- Payment of a fee.
- Payment by commission (or product charges).
- Payment by a combination of commission and fee.

Client Name(s)		
Client Signature(s)		
Date of Client Signature		
Date of issue to Client		
Issued By	Signed: Arthur J Beverly CertPFS on behalf of Arthur Beverly Financial Management Ltd	

Please retain a copy of this page on file.

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