

about the cost of our services

Willis Cooper Financial Services Ltd

Upper Floor, Old Mill House, Bridgefoot, Belper, Derbyshire, DE56 2UA

1. The Financial Services Authority (FSA)

The FSA is the independent regulator of financial services. It requires us to give you this document when advising on some savings and investments. You may use this information to compare value for money, to shop around and to decide which firm to use.

2. Our services

We provide impartial and professional advice to both individual and corporate clients on a wide range of financial services areas. This is backed up with traditional values of quality service and client satisfaction. We also work with other professionals to create a comprehensive solution to our clients' financial needs.

We offer an initial discussion (without charge) when we will describe our services more fully and explain the payment options. If you decide to go ahead, we will gather and analyse personal information about you, your finances, your needs and objectives then recommend and discuss any action we think you should take and, with your agreement, arrange relevant investments for you.

3. What are your payment options?

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. **We have ticked the payment options we offer.**



Paying by fee. Whether you buy a product or not, you will pay us a fee for our advice and services. 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.



Paying by commission (or 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. 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 will be before you complete an investment, but you may ask for this information earlier.



Paying by a combination of commission and fee. In some circumstances, we also charge a fee on top of any commission we might receive.

4. How much might our services cost?

If you choose the fee option

We generally offer two methods for how we can be paid by a fee for our services. Typically these are by hourly rate or fixed project fee.

We will agree the rate we will charge before beginning work. We will tell you if you have to pay VAT.

Hourly Rates

Our typical range of charges are:

Principal / Director	£200 per hour
Independent Financial Adviser	£150 per hour
Administrator	£75 per hour

Fixed Project Fees

A list of typical examples are shown below:

Mortgage research & application	£495
Equity Release research & application	£595
Initial financial planning surgery (up to 3 hours) with outline report, but no specific product advice	£400
Pension transfer analysis report	£850
Amalgamation of up to 5 personal pension policies with a view to annuity purchase	£1000
Full, bespoke financial planning report	£1500 - £5000

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. It is the policy Willis Cooper Financial Services Ltd to ask clients to sign a fee agreement prior to undertaking any chargeable work; this is to avoid any confusion at a later date.

If you choose the combination of commission and fee option

We will charge you a combination of fees and commission. The actual amounts will depend on the service provided to you, but will not exceed the total of the maximum fees set out above and the maximum commission set out in the tables below. As an example, we may charge for an agreed number of hours and also receive the maximum level of commission (shown in tables 1 & 2) from the product provider. We will agree the rate of related fees we will charge before beginning work. We will tell you if you have to pay VAT.

If you choose the commission option

Tables 1 and 2 show examples of the amounts of commission we could receive (or the equivalent we earn through product charges) and compare those amounts with the market average (see notes 1 & 2 at the end of this section 4).

The amounts vary according to: the type of product, the amount you invest, and (sometimes) how long you invest for, or your age when you start the product. We will confirm the actual amount to you before you buy a product.

Table 1 - Commission if you invest monthly

Products	Example term or age	Comparison of costs		Example based on £100 per month
		<i>Our maximum</i>	<i>Market average</i>	<i>This shows the maximum costs of our sales and advice for a monthly investment or premium of £100, ignoring any changes in fund value</i>
Savings and investments				
Collective investments (eg unit trusts)	Any	3% of all payments plus 0.5% of your fund value each year from year 1	2.3% of all payments plus 0.5% of your fund value each year from year 1	£36.00 each year plus £6.00 in year 1, £12.00 in year 2, and so on (The actual amount in later years will vary in line with your fund value)
Endowments	10 year term	68.37% of the first 12 month's payments plus 2.5% of all payments from month 13	29.9% of the first 12 month's payments plus 2.5% of all payments from month 13	£820.44 initially plus £30.00 each year from month 13
Protection				
Whole of life assurance	Age 40	134% of the first 12 months payments plus 2.5% of all payments from month 45	95.4% of the first 12 months payments plus 2.5% of all payments from month 45	£1611.14 initially plus £30.00 each year from month 45
Saving for retirement				
Personal and Stakeholder pensions	25 year term	42.5% of the first 12 months payments plus 0.25% of your fund value each year from year 2	22.0% of the first 12 months payments plus 0.25% of your fund value each year from year 2	£510.00 initially plus £6.00 in year 2, £9.00 in year 3, and so on (The actual amount in later years will vary in line with your fund value)
	10 year term	20.4% of the first 12 months payments plus 0.25% of your fund value each year from year 2	17.3% of the first 12 months payments plus 0.25% of your fund value each year from year 2	£244.80 initially plus £6.00 in year 2, £9.00 in year 3, and so on (The actual amount in later years will vary in line with your fund value)

Table 2 - Commission if you invest a lump sum

Products	Example term or age	Comparison of costs		Example based on £10 000 lump sum
		<i>Our maximum</i>	<i>Market average</i>	<i>This shows the maximum costs of our sales and advice for a lump sum investment of £10 000, ignoring any changes in fund value</i>
Savings and investments				
Collective investments (eg unit trusts)	Any	3% of the amount you invest plus 0.5% of your fund value each year from year 1	1.4% of the amount you invest plus 0.5% of your fund value each year from year 1	£300.00 plus £50.00 each year from year 1 (The actual amount in later years will vary in line with your fund value)
Investment bonds	Any	7.0% of the amount you invest	5.0% of the amount you invest	£700.00 initially
Saving for retirement				
Personal and Stakeholder pensions	Any	6.0% of the amount you invest	5.3% of the amount you invest	£600.00 initially
At retirement				
Annuities	Any	1.3% of the amount you invest	1.3% of the amount you invest	£130.00
Income drawdown	Any	3.5% of the amount you invest plus 0.5% of your fund value each year from year 1	1.7% of the amount you invest plus 0.5% of your fund value each year from year 1	£350.00 plus £50.00 each year from year 1 (The actual amount in later years will vary in line with your fund value)

Notes:

1. The market average figures are calculated by the FSA using actual data from a representative sample of regulated firms and are shown in a way that you may compare with our own maximum rates. The market average figures will be updated by the FSA from time to time based on new data.
2. Where a firm sells its own products it must calculate its figures according to FSA guidelines.

5. Further information

If you need any more help or information

- ask your adviser; or
- visit www.fsa.gov.uk/consumer.

Last updated 8/1/2007