WOODRUFF
FINANCIAL PLANNING

What you need to know about...

Our philosophy

Before you employ us to work on your financial affairs, you need to be aware of how we work; in short, our philosophy of doing business. For us it is about the long-term relationships rather than the short-term. This leaflet aims to explain how we will work with you, and the main choices you have.

General philosophy

Free initial consultation
Our first meeting with you is free and without obligation. This gives you the chance to assess how we work and whether you want to deal with us.

Guaranteed service
If you are not happy with our work, we will work for free until you are again happy.

Fee based
We are paid for giving you advice, not for making product sales. Fees are fixed so you know where you stand, and you can offset fees with commission if products are arranged.

Independent
We are not tied to any product providers, so we can shop around for the best deals for you.

Research tools
We use sophisticated tools to analyse every aspect of your situation so you can be sure that we make the right recommendations for your circumstances.

Regular contact
We keep you updated and informed, as long as you want this, and review your situation regularly.

Qualifications and professionalism
We are constantly working towards new levels of professionalism and development.

2 routes to advice

Financial Navigation
This is our key service and delivers a comprehensive financial plan, helping you to set goals and plan your strategy so that you know the truth about where your financial life is going. The ultimate goal is your financial independence and to ensure that you never run out of money. We review your progress year on year to make sure you stay on target.

Basic Financial Advice
This is the standard independent financial advice service. We work with you on specific transactions to ensure that you get the best financial advice for your needs. As this service is transactional there is no overall plan as with the Financial Navigation service, and you do not get ongoing service. This service is reactive and is charged per transaction.

Portfolio Management

If you have assets in investments or pensions, we can review them to ensure that you stay on track in the following areas:

Reviewing the portfolio
We produce a report to show well your portfolio has performed, and makes recommendations for action.

Performance analysis
We provide data such as valuations, data on

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individual funds, and a link via our website to view your portfolio.

Rebalancing risk
This is vital to ensure that your portfolio does not become out of step with your attitude towards risks. We recommend changes to your portfolio to keep you on track.

This service is automatic with the Financial Navigation service, or as an addition to the Basic service.

Investment philosophy

Risk v Reward
Our job is to help you to understand the relationship between risk and reward. Ultimately, we need to assess and review your tolerance to risks, and help you to have realistic expectations of returns and volatility

Diversification
We achieve more stable returns though the diversification of different types of funds and geographical regions. Once we have assessed your risk profile we recommend an appropriate mix of funds.

Asset allocation
We leave the stock picking to the fund managers, and ensure that your assets are allocated appropriately for the medium to long term. We then seek to add value by using analysis to pick the best funds.

Charges v Performance
Charges are important, but we feel that you should aim for the best funds. Ultimately, a good expensive fund should usually be better than a cheap average fund. Of course, nothing is guaranteed with investing!

Maximum fund choice
We firmly believe that you should have the maximum funds to choose from, which should lead to better long-term performance.

The advice process

We follow the same process with every client:

Initial meeting
This is where we help you to set goals and priorities and to gather data on your situation

Information gathering
We usually gather data on your existing plans.

Fixed fees
We breakdown our fixed fees in a straightforward agreement.

Financial Navigation
This report will be produced if appropriate.

Advice
We produce your research and normally present this in a written report so you can understand the process yourself.

Implementation and administration

Why use us?

1. **Free** initial consultation
2. **Guaranteed** satisfaction with our advice
3. **Fee-based** - no commission hungry salesmen
4. **Fully independent** from insurance companies
5. State of the art **research tools**
6. Regular contact & **services to suit you**

Call today for independent financial advice on this or any other issue on

01206 266882 or email **advice@woodruff-fp.co.uk**

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