



about our services and costs



Alpha Financial Consultants

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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, permanent health insurance.
 - We only offer products from a limited number of insurers for non-investment life insurance, critical illness, permanent health insurance.
 - We only offer products from a single insurer.
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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 and permanent health insurance.
- You will not receive advice or a recommendation from us for non-investment life insurance, critical illness and permanent health insurance.

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

Investment

You will pay for our services on a **fee basis**. 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.

We will always confirm the lump sum amount or the hourly rates we will charge in writing before beginning any work.

We will advise you if you have to pay VAT.

Commissions

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.

Hourly Rates

Our typical hourly charges are:

Financial Planning Director:	£150 per hour
Operations Director:	£90 per hour
Client Coordinator:	£45 per hour
Administrator:	£25 per hour

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.

Lump Sum

Our typical investment charges are:

First £250,000:	3%
Balance over £250,000:	2%

Where the investment is part of a wider project (e.g. inheritance tax planning) there may be additional fees payable.

Portfolio Maintenance Service

Our typical charges are:

Annual Portfolio Review:	1% per annum of funds under management
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Financial Reviews

Our typical charges are:

Initial review:	£1,500
Annual Review:	£1,200

Retainer Programmes

Our typical charges are:

Standard Programme:	£75 per month (including 1 financial review per year)
Standard Plus Programme:	£125 per month (including 1 financial review per year and lifestyle cashflow planning)
Masters Programme:	£150 per month (including 2 financial reviews per year)
Masters Plus Programme:	£200 per month (including 2 financial reviews per year and lifestyle cashflow planning)

Insurance

A fee will be charged for preparing and implementing our recommendations. This will typically be a minimum of £1,500. The exact fee is dependent upon the complexity of your circumstances and will be confirmed in writing prior to any work taking place.



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 resulting in a lower premium; or refund the commission to you.



No fee for non-investment life insurance, critical illness and 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 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 and 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:

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|---------------|--|
| ...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.