

Essential planning for life

Boutique wealth management services for private clients



Essential
Wealth Management



We offer boutique wealth management services to private clients. We combine Chartered financial advice, extensive research and intelligent guidance to tailor a financial plan to your circumstances.

Our mission is to guide you through your financial life, providing you with a complete and comprehensive wealth management service – to put you in control of your future.

Essential Wealth Management is led by Managing Director and Chartered Financial Planner Sonia Wheeler. Our Financial Planners are all Chartered and supported by a team of highly qualified and experienced individuals.

We believe that planning is the key to providing clients with the best financial advice.

Our offices are near Newbury, Berkshire and in Central London.

► Our aim

With effective planning and support, we help you achieve your long-term financial goals.

Your guide and advocate - our aim is to guide and support you through life's journey, providing excellent timely advice with tact and discretion. We do this from a position of understanding who you are, what your financial goals are and knowing the best way to help you achieve them.

Leading edge yet proven thinking – we aim to stay ahead of the game, spotting trends and responding appropriately. Applying intelligent, robust, and innovative thinking to challenges, we come up with the optimum solutions. Sometimes they are simple, other times more complex, but always with your best interest at heart.

Seriously good service - you have a dedicated and trained Chartered Financial Planner who will co-ordinate your financial affairs, liaise with your other professional advisers (e.g. lawyer, accountant, HR manager), and create an effective team working on your behalf. Your mentor is supported by a dedicated Client Manager. They take care of your day to day financial administration and record keeping, and are available for any questions and queries.

The Essential Wealth Promise

- We will make the complicated simple
- We will only use plain English, no jargon
- We will be your financial advocate, your first point of contact for anything financial, and the coordinator or your financial affairs
- We will act on your behalf liaising with your other professional advisers
- The telephone will always be answered by a real person

To see some of our clients' comments please visit:
www.essential-wealth.co.uk/about-us/testimonials



► **How we deliver this to you**

Acting as your financial advocate, we help you realise your life goals, giving you peace of mind.

We never forget that there is a real person behind the facts and figures of wealth management. We are totally committed to the concept of 'client first' and it affects everything we do, every day.

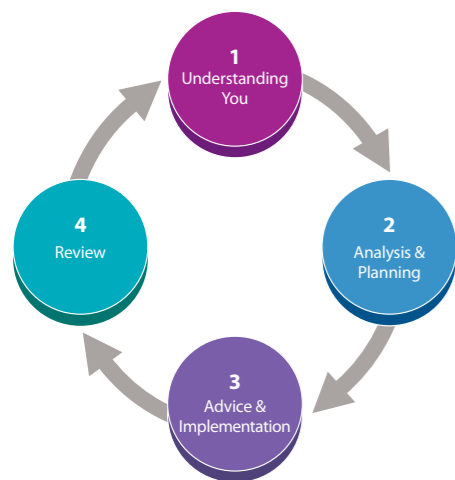
Your dedicated Chartered Financial Planner works in the role of mentor, providing financial coaching as and when you require it. This approach combines the very best practice in financial management with total personal commitment to support you and your everyday financial decisions.

Our aim is to provide the highest levels of professionalism and financial competence, delivered with discretion, integrity and confidentiality. This has led to many long standing and close relationships with our clients.

Essential Wealth Management offers a complete service, helping you achieve your lifetime goals and associated financial goals.

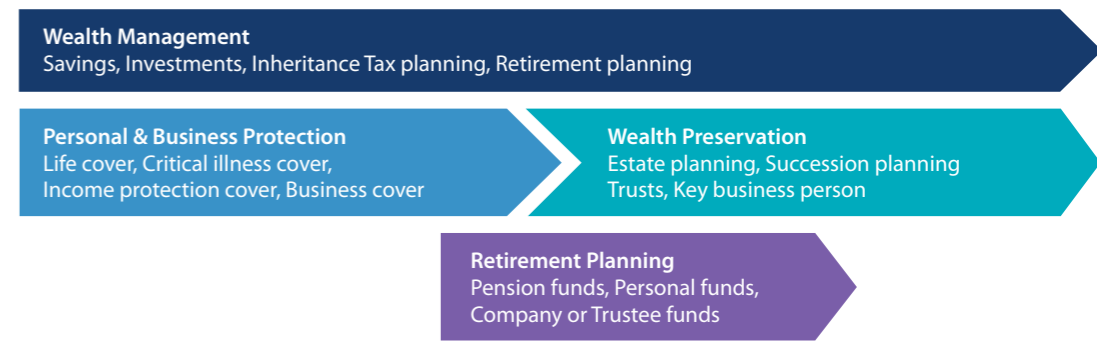
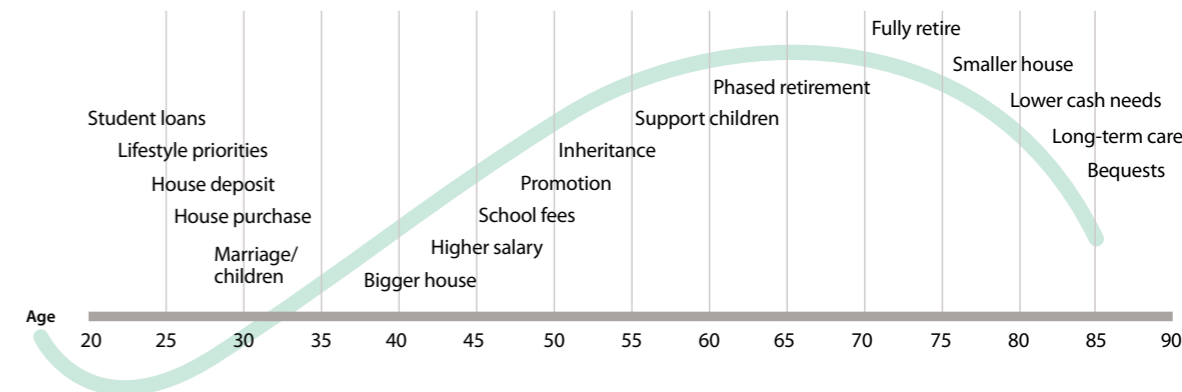
We like to keep complex things simple, so have a proven three stage process that we tailor to each and every new client.



This is underpinned by a review to help ensure we keep you and your plans on track.



► **How we help people like you**

The stages of financial life where we can help you:





► **How we help people like you – areas of advice**

Protecting wealth

Protecting you and your family's standard of living against the unexpected.

Creating wealth

Making the most of tax-efficient investment opportunities so that money is available when you want to spend it.

Managing wealth

Ensuring you maximise your standard of living when you don't want to work so hard.

Retaining wealth

Retaining more of your hard-earned money legally and ethically.

Preserving wealth

Preserving the value of your estate for the benefit of your family.



► **The value that we add**

Our clients expect us to provide leading-edge investment and insurance solutions.

We understand that in today's world, our clients expect us to provide access to leading-edge investment and insurance solutions. That is no longer a differentiator. What is a different though, are the additional ways that our clients tell us we add value to them. For example:

1. When assessing your current world

- Using your existing provisions first before considering starting a new plan
- Reassuring you that you aren't unnecessarily taking too much risk with your current assets
- Helping you to not miss out on getting money back that might be owed (e.g. tax relief on pension and retirement planning)
- Checking how any personal changes in income or capital wealth may impact your current provisions or tax situation

2. When implementing your recommendations

- Placing your assets in the right name, ownership and tax wrapper to help you legally and ethically ensure your arrangements are tax efficient

3. When reviewing your current circumstances and arrangements

- Reminding you not to miss out on valuable allowances which, once gone, are gone forever (e.g. ISAs)
- Rebalancing your assets, so that with the level of risk you are comfortable taking, you do not miss out potentially better returns
- Explaining in simple terms how the UK Government Budget announcements impact your financial planning arrangements with regards to income, capital or inheritance tax changes



► Your Financial Audit and bespoke Financial Plan

We help you to articulate the major financial goals in your life.

Before we begin to prepare your financial plan and make recommendations, our aim is to help you understand where you are now in financial terms, and how this compares with where you want to be. Working with you as your financial mentor, we help you to articulate the major financial goals in your life and understand what you need to do to achieve them.

We start by collating all the critical documents and information and fully assessing your current financial situation. This can be a surprisingly enlightening journey, and it is rarely too late to begin. We call this a Financial Audit. The mind map on the next pages gives you an idea of the areas we can explore and incorporate into your Financial Plan.

What does a Financial Audit include?

- A net worth statement, with the value of all your assets and liabilities
- A summary of the pre and post retirement situation on death
- Inheritance tax expectations
- Income and expenditure flows, taking into account the current and anticipated cost of your lifestyle
- Pensions and investments analysis
- A schedule and analysis of all your insurance plans and policies
- Risk management assessment

We then produce a detailed analysis and project the facts into the future, given various key assumptions. We look at how best to achieve your goals and objectives using your existing provisions and plans. By 'pressure testing' their robustness, we aim to provide you with reassurance as well as other options to consider.

Your Financial Audit and Financial Plan is documented within your Financial Book. This is a fee based service and we agree the costs with you in advance. Half the fee is payable at outset and the other half after six months.



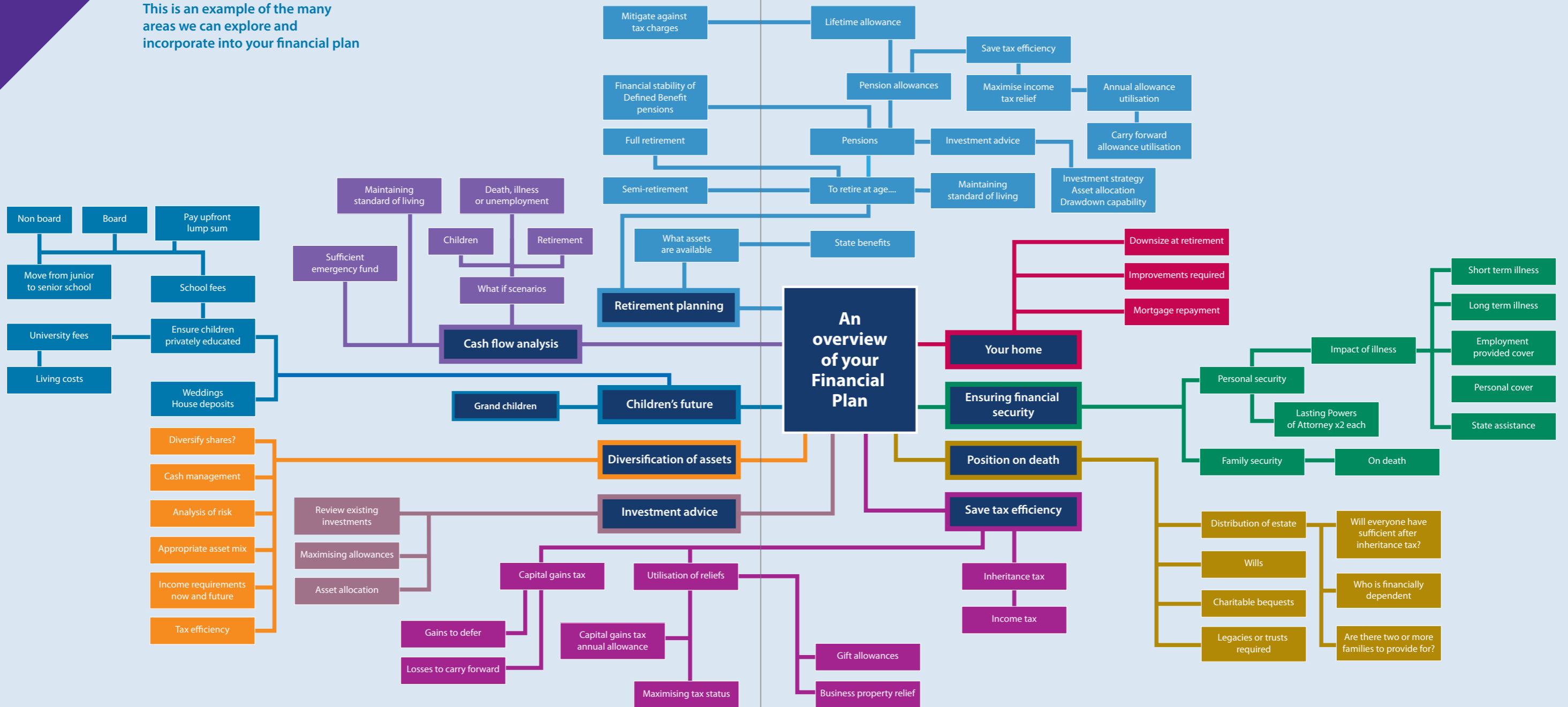
► Looking to the future

For most clients, the preparation of The Financial Audit and Financial Plan marks the start of a long partnership between us.

Our aim is to help you define the routes you need to build on the provisions, plans and assets you have already acquired.

We will discuss our findings with you, help you consider your options, provide financial advice and agree a detailed course of action.

This is an example of the many areas we can explore and incorporate into your financial plan



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► Keeping you and your plan in tune

We are fully committed to building the right type of on-going partnership with you.

The style and frequency of review meetings are agreed between you and your Financial Planner. We will be there for you when you need us with day-to-day issues and your financial administration will be managed proactively by your Client Manager.

We listened to what our clients really valued in an on-going service, which we trust will also resonate with you. They said:

- 1. Keep me informed** – only send pertinent information that is of benefit and do not bombard or over load
- 2. Maintain my plans** – provide an update at least once a year to allow a ‘milestone check’ that the plans are progressing as expected
- 3. Be my financial advocate** – make sure that any personal changes in income or assets are not adversely affected by announcements in the UK Government’s Budget (e.g. changes in income, capital gains or inheritance taxation). This is typically discussed face to face during your review meetings, but more and more our clients are asking to mix this with technology such as telephone or Skype.

We include these three areas in the two levels of service we have. The most appropriate service will be dictated by what financial stage you are currently in, and your relative level of wealth.

- **The Essential Wealth Management Service.** In addition to the management of your invested assets, we take on board all your day to day financial administration and management.
- **The Essential Wealth Portfolio Service.** This is our foundation level of service where we look after your invested assets that we have set up for you.

► The Essential Wealth Management Service

We take on board all your day-to-day financial administration and management.

Continuous support

By becoming a member of this service offering, we take on board all your day-to-day financial administration and management and you benefit from:

- A dedicated Financial Planner who coordinates your affairs and creates an effective team working on your behalf
- Regular meetings, the style and frequency of which you agree
- Liaising with your other advisers such as your solicitor, accountant or HR director
- Direct access to your office based Client Manager for general queries and day-to-day financial management
- Continual updating of your Financial Audit and Financial Plan showing a clear picture of your assets, liabilities, inheritance tax statement, portfolios, plans and policies
- The ability to outsource the burden of financial paperwork. We review the paperwork you send to us to check if any action is required by us or you and we update your records
- Storage of your documents if required. This includes storing copies of documents such as your Wills, Powers of Attorney and policy documents*
- Dealing with enquiries from your product providers
- Our clients find comfort in knowing that should they die their finances are organised and we are available to help the family

For all this, we ask you for an annual fee which is typically paid monthly – based on your personal circumstances and needs – and then leave the rest to us.

*The service promoted here is not part of the Openwork offering and is not regulated by the Financial Conduct Authority. It is offered in our own right and Openwork Limited accept no responsibility for this aspect of our business.



► The Essential Wealth Portfolio Service

After setting up pensions or investments for you, we continue to monitor them.

After setting up pensions or investments for you, we continue to monitor them. This is to ensure that all key review dates are observed and that the financial solutions are kept fully up to date.

Our portfolio service

By asking us to take care of your pensions and investments you benefit from our portfolio service:

- An invitation to an annual portfolio review meeting
- An annual portfolio report
- Rebalancing your portfolio in line with your attitude to risk and investment objectives
- Review of the trusts within the portfolio if applicable
- Providing you or your accountant with the relevant tax information (such as pension contributions and taxable gains realised)
- Access to view your portfolio online via our website
- Access to economic/market updates
- Access to tax tables and other information via our website
- Access to our Client Management team for queries about your portfolio
- Dealing with enquiries from your portfolio provider(s)
- Portfolio record keeping and file maintenance, for example
 - Policy surrenders and partial surrenders
 - Administration such as change of address
 - Replacement and copy documents

To show we are truly aligned to your objectives, we ask that our fees for this service are based on a small percentage value of the funds.



► Lifestyle guidance

Overall, we like to feel we're part of 'team you'.

Lifestyle guidance is an increasingly important element of our service. There are so many financial, physical and emotional pressures on all of us, that sometimes it is good to have a knowledgeable but impartial advocate to help you draw up a plan for your life. It helps to have someone you can talk to when making decisions about property, employment, children, wills, succession planning, buying a car or a boat....the list goes on.

Overall, we like to feel we're part of 'team you' helping you to plan and achieve your goals, so that you achieve the life you want to lead.

Support for your family

Your financial affairs are rarely a solo enterprise. Nowadays, the management of a family's financial affairs is more akin to running a business, with all the 'partners' having their own issues and needs.

Your children are a vital part of this process. Often they will stand to inherit considerable sums from you and we need to ensure they are fully prepared for this responsibility; we offer them support without cost until they are aged 25.

We believe that by instilling the principles of good financial management at an early age, we will help young adults to start their financial life well prepared.

We then work with them to keep their plans on track well into the future.

Associated professionals

In order to ensure we provide our clients with the highest quality and breadth of service, we have a tried and tested team of associated professionals with specific fields of expertise.

Their key areas of expertise are:

- Tax, Wills and estate planning issues – helping clients pass on their wealth, after death or during their lifetime, in a tax efficient and thoughtful manner
- Chartered accountancy – for private individuals and owner managed businesses
- Corporate-commercial legal services – providing a personalised service to a select number of corporate clients with an emphasis on clear communication and commercially focused advice.

These services are not regulated by the Financial Conduct Authority. Openwork Limited accepts no responsibility for the service and advice provided by the third parties referred to on this page.

We combine Chartered financial advice, extensive research and intelligent guidance to tailor a financial plan to your circumstances.

How to contact us

Providing intelligent, insightful wealth management support and chartered financial advice, we put you in control of your future.

Please contact us to arrange an initial telephone conversation, followed by an initial no-obligation meeting at our cost.

Main office and correspondence address

1-2 Great Farm Barns
West Woodhay, Newbury
Berkshire
RG20 0BP

T 01488 669840

F 01488 669216

E enquiries@essential-wealth.co.uk

www.essential-wealth.co.uk

London Office

110 Bishopsgate
London
EC2N 4AD



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twitter.com/EssentialToday



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