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| Fair Value Statement |
| Dental & Medical Financial Services Ltd  July 2023 |

About Us

Introduction

This document is aimed at providing you with a brief overview of our firm and to introduce our services.

In this document, we intend to illustrate how we assess value and whether there is fair value between the total price of the service and the benefits and their quality that our clients receive.

Based just outside of London but covering the whole of the UK, our financial advisors have a wealth of experience and knowledge based on an understanding of the complex financial issues that medical and dental professionals are faced with throughout their personal and professional life.

Our service proposition has been designed to meet the needs and objectives of our clients and to ensure fair value is received by engaging with our service.

Dental & Medical Financial Services have been helping both dental and medical professionals build, protect and enjoy their wealth for over 30 years.

Because we are specialists, we know and understand your profession. We speak your language with in-depth knowledge and factor into all decisions your ever-changing circumstances and the financial obstacles you face.

By working together with you and other professional advisers such as solicitors and accountants, reaching your financial goals becomes attainable.

The Value of our Service

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| Network Member Firm Business |
| * The Network provide an institutional regulatory supervision and compliance framework service which provides us with a high level of regulatory assurance and leading-edge client management systems. * This high quality and financially sound organisation ultimately provide us with a high level of assurance and comfort around the regulatory framework of the proposition and services we deliver to you, our clients. * By leveraging the quality and services of an organisation like Benchmark, a Schroders plc group company, we have comfort that we will remain at the leading edge of our profession, ensuring we maintain a “Best Practice” approach to serving our clients. Many of the benefits we derive, we see as having direct value add relevance for our clients, including: * The provision of an independent complaints handling process for all of our clients, * enhanced professional indemnity insurance * integrated client technology systems, including the Wealth Platform * independent compliance supervision of our advisers and the suitability of our client advice. |

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| Our Proposition – Initial Advice (Onboarding) |
| **Initial Consultation**  Getting to know you and your family, your personal and business goals and your future plans.  **Research & Analysis**  Taking this information, we research the options available to you using reliable systems for accurate analysis  **Report Preparation**  With the research, we write a bespoke report, tailored just for you, proposing a financial plan  **Implementation**  We then make the necessary steps to put your plan into action with set timeframes for monitoring success  **Meet to discuss the financial plan and recommendation.**  The report is initially emailed for review and followed up with a mutually convenient virtual meeting to discuss the report recommendations in detail.  **On-going Services**  It doesn’t stop there. Financial planning is a journey that requires constant attention and review  **Holistic Planning**  Finally, we ensure that you have access to other specialists who can also help you maximise your financial position   * Discovery Meeting * Full get you know you meeting * Establish your goals and objectives / needs and wants * Establish your priorities * Establish your attitude to risk and capacity for loss * Analysis of existing planning * Research of potential solutions * Construct a holistic financial plan * Meet to discuss the financial plan and recommendations * Agree implementation |

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| Advisory Services - Annual Review Service |
| * For us and our clients, this is an integral part of the financial planning journey and our annual ongoing advisory service. It gives us an opportunity to sit down with you and your family, to reflect on the past year and to look forward and consider what might be on the horizon for you in the coming years. To give you reassurance and peace of mind about how your investments are tracking against your goals and to review our plans in the context of any changing circumstances in your life, new goals, or changes in your objectives. * We consider the outlook for markets and the economic landscape and changing tax regulations which might impact on your current plans. We make sure everything we are doing remains suitable and is aimed at helping you and your family to achieve your goals * An opportunity to think about the coming years, plans for your family, begin to consider key life stages and events and how we might need to adapt our plans for them. * Ensures your current position is still appropriate for you. |

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| Advisory Services – Annual Review Service with Cash Flow Planning / Forecasting |
| * Helps us to show you visually how your plan has been set up to meet your objectives. * The cash flow forecasting provides a visual illustration of how a client’s investments and wealth will move over time in relation to the financial plans that we formulate to meet their goals. This gives clients considerable comfort knowing that there is some mathematical rigour to our advice and how it will help them to meet their goals. * Cash flow planning allows us to scenario test your plans against historical market events and simulate how our clients’ goals could be impacted by these types of events. It allows us to show how risk events might impact portfolios. It’s a really great way to help you understand more about investment risks and how it translates to the plans you have in place. It helps you to feel more informed and comfortable about your plans. |

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| Advisory Services – Family Protection Planning |
| * It may be an uncomfortable subject but we all need to plan for the unforeseen in life and how this would impact ourselves and our family. We can help you to consider different scenarios which could occur and identify if there are any shortfalls in your protection planning. We can explain what options you have to address these shortfalls and how they would ensure you and your family are able to maintain your lifestyle and still meet your longer-term financial goals, in the event of ill health or death. * Access to professional tools and paraplanning resources/staff to conduct analysis and research to find the best/most suitable product. Use of trusts to provide ease of access, control etc. |

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| Advisory Services – Holistic Financial Planning |
| * It is not just about monetary goals; this is about life and family and a consultative approach. This enables us to help clients to think about things they may not have considered and how plans can work together to create a cohesive timeline of advice. |

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| Advisory Services – Retirement Planning |
| * A key life phase. This is an area of planning which deserves significant time in reviewing for our clients each year. Often in the background, checking on progress of plans and investments you have made to fund your life in retirement. Adapting to market swings and modelling various impact scenarios. Retirement planning is one of the most valuable services we provide our clients. * A proportion of our clients are currently in retirement, following our advice and drawing on their assets to live a stress-free life in retirement. Our retirement planning takes the worry away from our clients. |

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| Advisory Services – Mortgages |
| * Whether you are buying your first home, taking a step up to a larger property or looking to release money for home improvements, we can help you to understand your options and find the best deal to suit your needs. * The mortgage process can seem daunting but with our expert advice, we can guide you through the property buying process. With access to the whole of the market for mortgage lenders, we can source the best deals for you, taking into account your budget, term and preferences. |

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| Advisory Services – Equity Release |
| * Equity release can be a valuable source of financial planning for clients aged 55 and over. It is not something to enter into lightly and with our experience and expert advice, we will ensure you fully understand your options and that any advice to release equity from your home is suitable for your circumstances and needs. There may be other options to consider before taking this step and we will ensure these are understood before you make any decision about an equity release loan. |

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| Advisory Services – Tax Efficiency |
| * Making sure we consider tax reliefs and allowances, enables clients to maximise their after-tax wealth. If you don’t take advantage of annual tax reliefs, then you could quite literally be paying more tax than you need to. We can evidence the amount you have potentially saved through our planning |

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| Advisory Services – Market and Product Research and Analysis |
| * To recommend the most suitable solutions for our clients, we use professional tools to conduct research and analysis of provider and product solutions. This ensures we can make recommendations to best meet your needs and goals. |

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| Advisory Services – Advice for Entrepreneurial Families |
| * Business advice – key man insurance / shareholder protection planning – highlight the value which can be added through these products. * Relevant life for Directors and the value which can be added i.e. tax efficiency / business deductible expense / savings can be illustrated in £’s and pence and can be significant. * Referrals to professional services firms and how this adds value to clients - Leveraging years of experience cultivating trust-based relationships with professional services firms, particularly solicitors. Highlight the time and energy required to develop these connections and how this adds value to client. |

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| Non-advisory Services – Other services |
| **Life Goals Planning**   * To help clients consider their short / medium / long term goals in life and provide financial solutions to help them in their plans to achieve these goals.   **Financial Coaching**   * Financial Coaching can add value at various times throughout the financial planning journey and help you to make considered financial decisions. * Amounts to invest to meet your goals * How and when to release capital or take income * Reassurance in volatile market conditions * Understand how markets work and the journey you can expect * Understanding legislation and tax changes * Financial coaching – professional sense check – behavioural guidance - we help to take the emotion out of financial decision making and helping clients avoid falling into common mistakes.   **Education Planning**   * Many clients want to support their children through university and we can help you put in place a financial plan to meet these costs in full or in part. This will provide you with the knowledge and peace of mind that this very important goal is in hand and will be reviewed year on year to make sure you are on track.   **Maintaining professional competency – Annual CPD**   * As a Financial Planner, each year we evidence the learning activities we have completed to maintain competence in our role and improve our knowledge This allows us to continue providing suitable and up to date advice to our clients, year on year. |

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| Your Firm’s Investment Proposition (and Philosophy) |
| **Philosophy and Investment Research Methodology**   * Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs. We choose to outsource investment management to professional money managers. Our skill is in selecting which ones to blend together to build portfolios aimed at meeting your goals. We have the time and professional skillset to monitor your investments and the investment managers. To make sure we stay on track to meet your goals. We tend to your investments while you give all the other things in life your full attention. * Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs. * This ultimately gives our clients great comfort that their investments are being managed by investment professionals and their financial plans are being looked after by highly qualified financial planning professionals. This is the value that a relationship with our firm provides. It’s what our clients pay for.   **Discretionary Fund Management / Multi Asset Portfolios etc.**   * Our approach means that our time is focused on you. We let the professional investment managers monitor the markets on a day-to-day basis. We feel this combination delivers you the best value.   **Rebalancing**   * Auto-rebalancing of your portfolio on a regular basis, to reset your investments back to your agreed initial investment mix. We will also proactively consider the tax consequences of these actions and will ensure we are taking advantage of any tax reliefs or allowances that you are entitled to. * This is a proactive investment management service which helps to keep your investments on track to meet your goals and saves you money through utilisation of your annual capital gains tax allowances. * Helps to ensure your investments and selection of funds / asset classes remain aligned to your chosen attitude to risk and capacity for loss. * Helps to reset your investments on a regular basis back to your strategic investment plans, by adjusting dynamically for swings in markets. |

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| Technology |
| * One of the reasons we chose to work with Benchmark, was their technology. Something they have won numerous awards for. Ultimately backed by Schroders, we have every confidence that the security of our client’s information within Benchmark’s client management technology systems, is in very safe hands. This decision is something we know our clients expect us to get right. It’s incredibly important to them and a reason they feel safe working with us. |

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| Your Staff / Adviser Training and Development Programmes |
| * CPD programmes – maintaining professional knowledge, regulatory and tax change / updates / implications to client solutions. |

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| General Value Statements - Working with us – Tangible and Intangible Benefits |
| * Working with a professional financial planner provides expertise and peace of mind * We build multi decade trust-based relationships with our clients. We get to know what really matters most to them and their families. What they are trying to achieve in life and help them to achieve it. * Our relationships are often the longest standing relationships our clients have. They lean on us for so much more than the financial plans we cultivate and manage for them. This doesn’t happen without trust. |

Summary

We offer a range of [services](https://www.dentalandmedical.com/services/) tailored for [medical](https://www.dentalandmedical.com/sectors/medical-professionals/) and [dental](https://www.dentalandmedical.com/sectors/dental-professionals/) professionals like you. Our focus it to build and protect your wealth, plan a comfortable retirement and leave your wealth in the right hands.

Considering all areas included in the assessment of value, we believe the service provided is demonstrating value overall and our service proposition along with this value statement has been approved by our network, Best Practice IFA Group Ltd

**Important information:** Best Practice IFA Group Limited is authorised and regulated by the Financial Conduct Authority, registration number 223112. Registered in England and Wales No 04490633. Evolution Wealth Network Limited is authorised and regulated by the Financial Conduct Authority, registration number 591218. Registered in England and Wales No 08229133. Registered office: Broadlands Business Campus, Langhurst Wood Road, Horsham, West Sussex, England, RH12 4QP.