

# Target market and fair value statement

## Ongoing financial planning advice

This service is designed for clients who need ongoing financial planning advice. We will periodically review our clients' financial plans and make recommendations to ensure our clients remain on track to meet their financial goals. We are independent and will consider a diverse range of products available on the market that meet our clients' needs.

### Type of client

- The ongoing advice service is designed for clients with more complex financial plans which are likely to be sensitive to changes in taxation, regulation and the markets and are more likely to need adapting as clients' personal and financial circumstances change over time
- Our service is designed for those individuals, families, trusts or companies who have £250,000 of investable assets or £100,000 of annual income
- Our clients typically value a personalised, face-to-face service delivered by a trusted adviser
- Our service is intended to meet the needs of retail clients
- We recognise that some clients, due to their personal circumstances, may require additional support in engaging with us. CGWM are committed to providing support based on individual requirements to achieve good outcomes for all our clients.

### Client's knowledge and experience

Our service is designed for clients with a range of knowledge and experience of financial products; from those with no experience to experienced and highly knowledgeable clients.

### Client objectives and financial needs

Our ongoing advice services are designed to:

- Enable our clients to evaluate how changing personal and financial circumstances impact their financial goals, identifying any new needs, capitalising on any new opportunities and where appropriate adapting existing objectives; for example, a change in income may allow financial goals to be brought forward, or a change in family circumstances may require a review of existing life insurance policies
- Help our clients to adjust their financial plans in response to changes in taxation or legislation, enabling clients to take advantage of available tax allowances, reliefs and exploring new products or services in the market; for example, changes to pension allowances and reliefs may alter the way our clients save for retirement
- Evaluate the performance of the products and services that we have previously recommended to check whether they remain effective; for example, whilst investment performance may vary significantly from year-to-year, we can assist clients to look beyond any short-term volatility and consider whether their investments are likely to enable them to realise their longer-term goals
- Benchmarking our clients' progress towards their ultimate financial goals and recommending any changes to keep things on track.

### Negative target market

- Our ongoing advice service is not designed for clients with more modest financial circumstances and more straightforward financial needs; such clients financial plans are less likely to be sensitive to changes in taxation, regulation and the markets and there may be less scope to adapt plans as clients' personal and financial circumstances change over time
- The service is not designed for those clients with less than £150,000 of investable assets or less than £60,000 of annual income; we believe that the cost of providing our advice for clients with less than these amounts may mean that they do not receive good value
- The ongoing service is not for clients who need one-off advice on pensions, investments, or insurance.

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**Costs**

For standard our costs please contact your financial planner.

We have undertaken a fair value assessment of our ongoing advice service that considers: the benefits it provides to our clients; the cost of delivering the service; the price our clients pay (including comparisons with similar services available in the market); and customer feedback. We are satisfied that our service represents fair value and will conduct regular assessments to ensure that this remains the case.

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**Distribution strategy**

Our ongoing advice is generally only available to clients who have previously received initial one-off advice from a CG Wealth Planner who has identified a need for an ongoing service.

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**Investment involves risk.**

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